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The
Wanamaker
Primer
of
Philadelphia

John Wanamaker
1910

Three Briefs

¶ The Store System in Brief. Trustworthy goods only, at uniformly right prices; all articles (with few exceptions, mainly for sanitary reasons) returnable within reasonable time for cheerful reimbursement if uninjured.

¶ The Mail Order System in Brief. Individual service by experienced shoppers, who watch out for your wishes & your interests; prompt attention to every message; a telephone service that never sleeps.

¶ World-wide Free Delivery by Mail. See page 62.

The Daily Wanamaker Announcements

(Clipped from a Wanamaker advertisement)

¶ We do not try to force upon the people what we want to sell, but rather we try to find out & give news to the people about what they want to buy.

¶ Seventy per cent. of the average news in the average newspaper does not make you happier, does not make you richer, & does not even inform you about such topics as will be beneficial to your mind. So it is not to be marveled at so much that people should turn to the Wanamaker page. There is always something interesting in styles to be found there; some little charm or novelty that will give more attraction to a woman or more finish to a man.

HISTORY OF THE FOUNDING OF P H I L A D E L P H I A

Some Brief Historic Chapters on the City, and
Especially the Heart of the City, Including

The Wanamaker Store

C I T Y H A L L S Q U A R E



SEAL OF PHILADELPHIA IN 1683

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In Exchange,
F. W. Putnam

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CHAPTER I—HISTORY



THE year 1910 marks the 227th Anniversary of the founding of Philadelphia by William Penn, who secured from Charles II of England a grant of a large tract west of the Delaware in lieu of 16,000 pounds sterling—owed his father by the Crown—on condition of paying annually two beaver skins.

The latest life of William Penn, and in some respects the best, because written by one of his descendants—Mrs. Colquhoun Grant—thus tells how Philadelphia came to be settled as a means of collecting a bad debt:

When Admiral Penn was living he had loaned the crown sixteen thousand pounds sterling. This had never been paid; his son, aware of the difficulties of obtaining it, petitioned King Charles to give him, instead of the money, a grant of unoccupied land in America. After a year or two of delay and after much opposition, the request was granted, and in March, 1681, the patent was issued, the king having inserted the name Pennsylvania as that of the new province. Penn was much disappointed at this, as he had already selected the name of New Wales for the territory, and offered the under secretary twenty guineas if he would get the name altered, but the king was obdurate, and to shut off all further appeal declared that it was named in memory of his father, the admiral. With that answer Penn had to content himself.

So William Penn, land-poor, good-looking, and 39 years old, came over in 1682; built himself the modest house now transplanted to Fairmount Park; and in the following year founded the city which he meant to be "a faire green country town."

It was not a lone wilderness then, for six years earlier the Swedes had built a second church, called "Gloria Dei," still one of the city's venerated landmarks—their first church was built at Tinicum in 1646; and before the Swedes were the Indians. Mrs. Grant tells us:

On behalf of the Indians, he ordered that their furs should be sold in the public market-place, so that the planters should not overreach them, and, in this manner, suffer the test of whether they were good or bad.

It is to Penn, and his love for trees, that we owe the names of many of our streets—including those on two sides of the store. Even Market street might be credited to Penn, as he intended that Penn square, among other uses, should be a market-place, and it was Market square in 1684. The fact that in the map of Philadelphia, drawn in London in 1683, the north and south streets were named numerically, sufficiently fixes the origin of "Thirteenth street." So that all four streets bounding this store are practically named as Penn knew them. If he came back to Philadelphia to-day he could not be lost here.

But long before Penn came, the Indians who dwelt in these woods had their own names for all this territory.

THE WANAMAKER PRIMER OF PHILADELPHIA

THE PLACE OF TALL PINES

Coaquannock, "the centre and navel of Penn's original Philadelphia," was the Indian name for the "place of tall pines." A glance at the map of Philadelphia in Penn's day shows how close the store site must have been to the place of tall pines.

In an interesting book by Edward S. Wheeler, called "Scheyichbi and the Strand; or, the Early Days Along the Delaware," published in this city in the year in which the present store was opened, there is an account of two explorers from Amsterdam—Henry Hudson, who gave his name to the Hudson River, and Adrian Block, who gave his name to Block Island.

Here is a paragraph from Mr. Wheeler's book of particular interest in store annals as touching central Philadelphia.

It happened that three fur traders, agents of the New Netherland Company, having left Fort Nassau (near Albany), and made their way along Indian trails to the mouth of the Schuylkill, were there kept prisoners; news of this reaching Manhattan, the Restless was sent from the Mauritius River, under command of Cornelius Hendrickson, to ransom the adventurous captives. Block had constructed the Onrust for shallow waters and inland navigation; so Hendrickson, on his arrival at Zuydt Baai, coasted fearlessly along the western shore, making careful observations, bartering with the natives for seal-skins and sables, and being delighted with the scenery, climate and vegetable productions of the valley, until he arrived at Coaquannock, "the place of the tall pines," now central Philadelphia; there he found and ransomed his countrymen for "kettles, beads, and other merchandise."

Little did those early explorers imagine when they sought for a path that should be a short cut to India that they were upon the site of the coming store which was to bring India and America so close together!

Another interesting fact, recorded in Scharf and Westcott's History, Volume I: Penn intended that Coaquannock should be the place of his treaty with the Indians, but Clarkson records that it was finally changed to the Elm Tree at Shackamaxon, because there was a Friends' village near there. It was in that great historic Treaty that he proclaimed the principles of good faith and good will which have become part of this store's heritage—the only treaty not sworn to and the only one never broken.

THE SITE AND VICINAGE OF THE PRESENT STORE

There was a list of first purchasers of lots on High and other streets in Philadelphia, which was published in London in 1683 by the Free Society of Traders. Below Thirteenth street to the Delaware nearly all the lots were taken; no owners were specified for the three lots occupying the south side of Market street, between Thirteenth and Juniper. Evidently they were not thought desirable so near the common!

From the days of Penn this neighborhood has been a historic spot. Where the Public Buildings now stand there was the first city race-course, and the first structure at this point was the pumping station of the City Water Works.

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THE TREATY ELM AND FAIRMAN'S MANSION

THE WANAMAKER PRIMER OF PHILADELPHIA

In James Robinson's little book on Philadelphia, printed in 1807, we are told:

In 1749 no less than twenty-five sail arrived with German passengers at once, introducing 12,000 of those frugal and industrious settlers from whom Pennsylvania derives so large a portion of her prosperity.

Fourth street continued for many years to be the extent of Market street to the westward, beyond which the squares were laid out in orchards and pasture grounds under post and rail fence, excepting the garden of the famous Judge Kinsey, whose town house stands near Fifth street.

Thirteenth street then had but twenty-three houses north of High or Market street and nineteen south of Market street. Juniper street had twenty-three north and fourteen south.

THE STREETS ENCLOSING THE STORE SITE

In naming the streets after trees and plants, Penn was following the custom of the Indians. "Coaquannock," the name they gave to Central Philadelphia, meant "the grove of tall pines."

Westcott records:

In the same year (1677) Pete Rambo takes up 250 acres below Wicaco and Hartfelder's land, but two years later is compelled to surrender it to the Swensens, whose patent covers it. This tract was Coaquannock, the center and navel of Penn's original Philadelphia.

And Penn's original Philadelphia, it will be remembered, ran only from Vine to Cedar (South) street.

Market street was called High street, because it was the highest ground between the two rivers.

Astolfi's Columbus Garden was on Market street, between Thirteenth and Centre square. It was a summer theatre and pantomime show. This was in 1813. In 1820 Stanislaus Surin, professor of legerdemain, changed its name to Tivoli Garden. Performances were given till 1825 and later.

Chestnut street was at first Wynn street—a compliment to Doctor Thomas Wynn, of Wales, who came over on the good ship "Welcome" with William Penn.

In 1811 Chestnut street was authorized to be paved from Eleventh to Broad street.

In 1817 Market street was paved to Schuylkill Sixth (Seventeenth street), and was "entirely built up as far as the Centre Square."

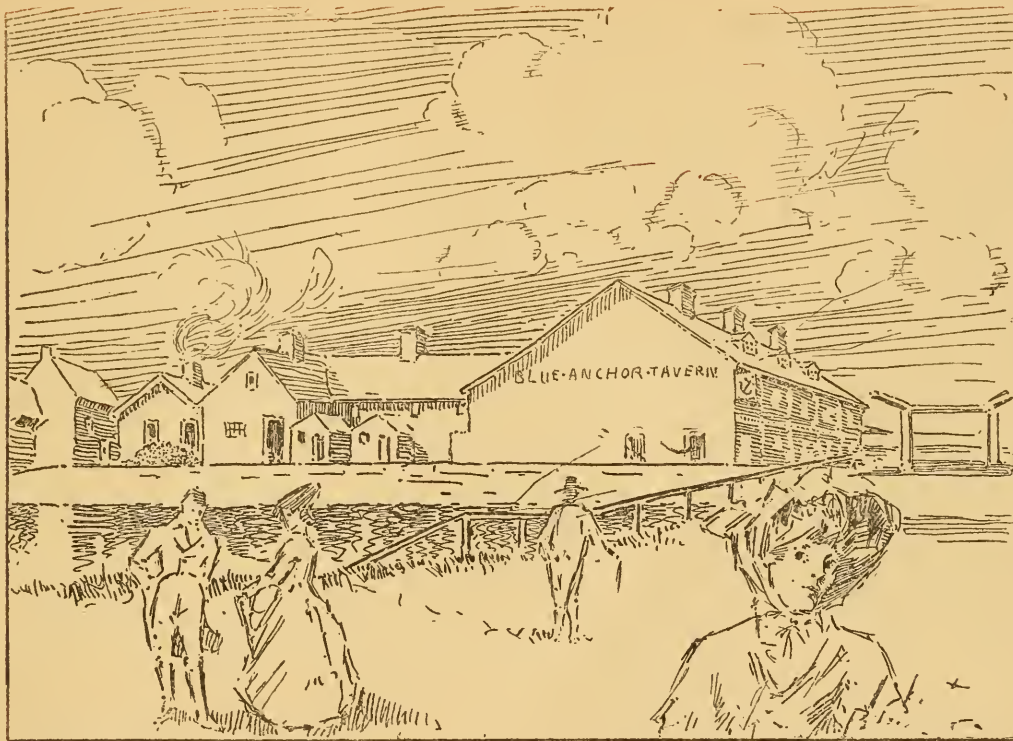
Thirteenth street was laid out as early as 1682.

Juniper street was probably as old, though, like other streets, it was merely a lane; there were no curb stones till a century later.

Of course, the naturalists flocked to the new country. Peter Kalm, a Swedish scientist, writing from Philadelphia, in 1748, said:

The houses are covered with shingles, and wood for this purpose is taken from the *Cupressus thyoides*, a tree which the Swedes here call the white juniper tree, and the English the white cedar.

It is very light, rots less than any other, and for that reason is good for roofs, for it is not too heavy for the walls and will serve 40 or 50 years together.



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BLUE ANCHOR TAVERN

Built in 1682.

The juniper, it may be added, is a small, spreading tree with purple aromatic berries. Under the name of red cedar, it is as familiar to us as a cover for lead pencils, as it was to our forefathers as a cover for their homes in the form of shingles.*



GENERAL ROCHAMBEAU

On Varlo's map of the city, published between 1790 and 1800, the public square is bounded on the east by Juniper street, but it was much narrower than it now is, opposite the square. In 1846 Councils authorized its widening to fifty feet, taking the necessary ground off the square.

On April 8, 1883, the store announcement said: "Why shouldn't we drop the word 'Juniper' now, and use 'Broad' street? Say Broad street east for our store side, and Broad street west for the Pennsylvania Railroad station side."

By the way, a portion of South Juniper street was at one time Shippen lane. In the days of the Revolution, Colonel Francis Gurney, an officer in the Continental Army, had his country seat at the corner of Broad and Catharine streets, running back to Shippen lane. St. Teresa's Catholic Church now occupies a part of the Gurney homestead.

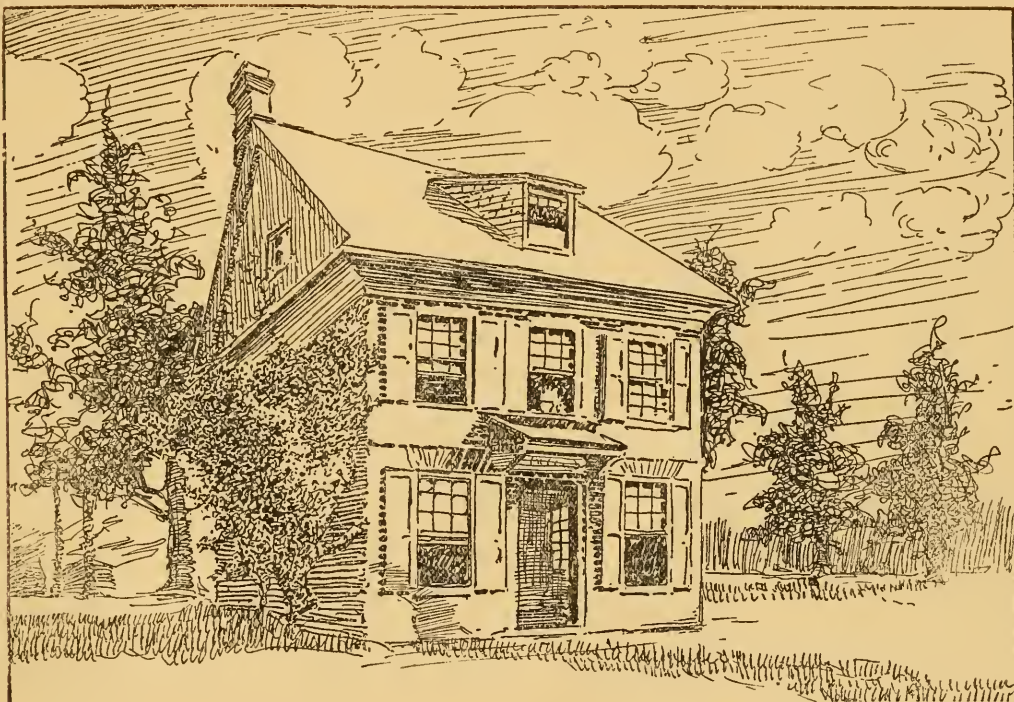
COLONIAL DAYS AND LATER

The journal of William Black, 1744, secretary of the commission to treat with the Iroquois, mentions that there was "a billiard table and bowling green at the Centre House, Penn square." The house was still there in 1761, when it was the scene of a homicide by a British army officer.

In 1781 Count Rochambeau, with 6000 French troops, camped on and around Centre square overnight on the way to Yorktown, and the fragrant piny woods near the site of the store supplied the fagots for their camp-fires.

In 1785 the State Arsenal was built on a lot from Juniper street to Thirteenth, above Chestnut. In this high, brick-walled building much of the powder was stored that won the battle of New Orleans in the War of 1812. It was from the Arsenal wall that Sheriff McMichael read the Riot Act to the mob

* It is believed by some writers that the red cedar is of the same species as the chittim-wood of the Scriptures; and that the cypress, also a native of these woods, was identical with the gopher-wood of Noah's ark.



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PENN'S COTTAGE, FAIRMOUNT PARK

Erected about 1689; used by Penn as Governor's Mansion; then located downtown.

assembled on Thirteenth street in front of St. John's Church during the troubles of 1844. This building was sold in 1853 by Act of the General Assembly for thirty thousand dollars! Some difference in the value of real estate then and now!



"MAD ANTHONY" WAYNE

This old spot, it will be seen, with its numerous historical reminiscences, connects us with an honorable pedigree. Oldmixon, in his volume of reminiscences, says that Penn himself told him that he intended Centre square for a State House, a market house and a meeting house. So far back as 1698, "Fayrs" were held in Center square, in the months of May and August.

After General Wayne's expedition to the Indians of the Northwest, whom he quelled in 1794, he camped on Centre square, and for many years it was the city camping ground, used by the militia for drills and parades.

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It was in the Arsenal days that Oliver Evans sped his trackless steam engine around Centre square, just opposite the Arsenal. Evans understood the application of steam to wagons, so that his was the pioneer automobile.

Among the hotels in this vicinity at a later date than 1785 were:

The White Horse, Market street, above Thirteenth, in front of the Tivoli Garden.

The Sorrel Horse, Market street, below Thirteenth.

Horse Market Hotel, on the Gibson property, Market street, opposite the store.

United States Hotel, or Franklin Hotel, where Daniel Webster used to stay, Chestnut street, near Fourth.

Old Black (or white?) Horse Inn, Second street, above Race.

Merchants' Hotel, Fourth street, near Arch. President Buchanan used to stay there.

Black Bear Hotel, on Sixth street.

On June 11, 1794, a "grand festival" was held at the square "to celebrate the abolition of despotism in France." An obelisk with the French and

Americans draped was erected, around the base of which were young girls and boys dressed in white, holding baskets of flowers. Fauchet, the French Minister, and suite participated; also State and city officials. Americans and Frenchmen bearing oak branches then marched to M. Fauchet's home, southeast corner of Twelfth and Market streets, where they sang the "Marseillaise" and danced the "Carmagnole."

THE WANAMAKER PRIMER OF PHILADELPHIA



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PENNY POT HOUSE
At Front and Vine Streets.

THE WANAMAKER PRIMER OF PHILADELPHIA

THE PEDIGREE OF CITY HALL SQUARE

In aboriginal days it was known to the red men as a portion of the "place of tall pines."

Next, with the coming of the white man, it was the "Commons"—a common meeting point of the two great highways which were to divide the city.

Next it was called Market square. Penn had planned a market here to supply all the people.

Next it was called Penn square, and was surrounded by a white paling fence. This was in 1829.

Next, Councils changed the name to Centre square. It was surrounded by an iron fence and divided into four parts.

About 1850 the Pennsylvania Horticultural Society held an exhibition in the southeast square—the one nearest this store—in tents.

Finally, what has been left of the square is known as the City Hall courtyard and plaza.

The word "Common" in the foregoing connection invites an inquiry into its origin.

Like almost everything else in those early days, the "Common" came to us from England. Pollock, in "Land Laws," tells us that "according to the doctrine of the books a common is the waste of a manor." This of itself would not be a very helpful definition. But in Fiske's "American Political Ideas" is this enlightening little paragraph:

The pleasant green commons, or squares, which occur in the midst of towns and cities in England and the United States, most probably originated from the coalescence of adjacent mark-communities, whereby the borderland used in common by all was brought into the centre of the aggregate.

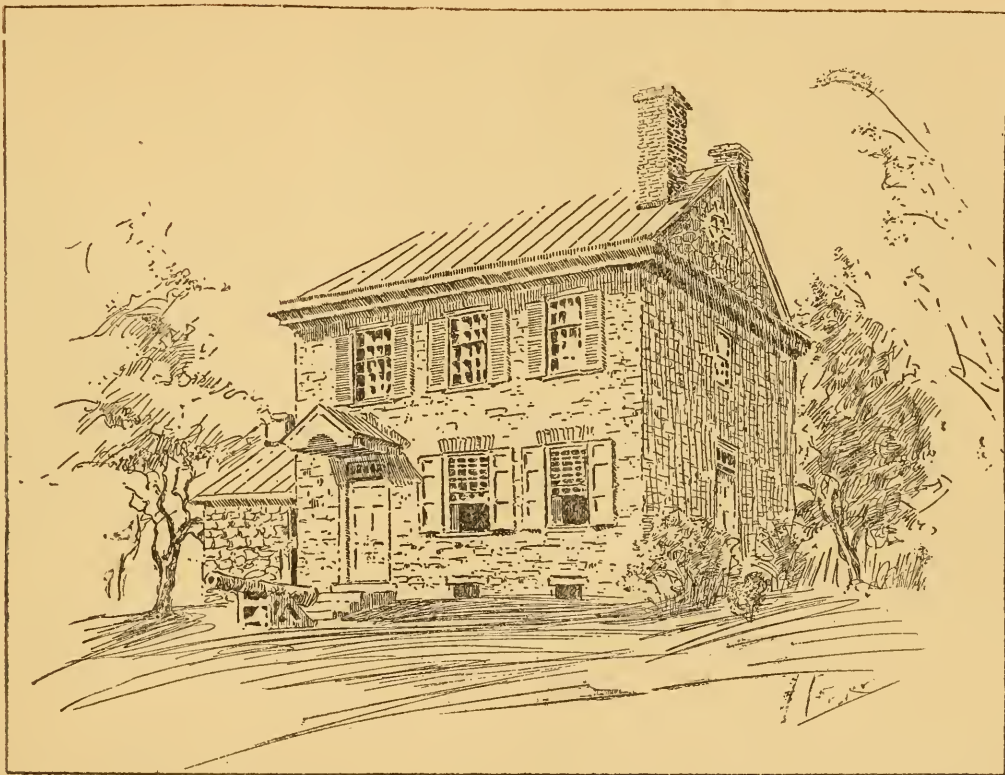
Centre square was a typical common before and during the Revolution. Washington used it at times as a camp site. It was a short cut for dwellers as far northwest as Bush Hill—for tired fathers who at the close of the day had no omnibus straps to hang to, and for tired mothers, to whom a shopping trip to the dry goods centres often meant a day's journey. It was likewise a great arena for boyish sports.

There was no baseball or cricket in those days, but there were handball and football, and in winter there were snowball fights.

And there was the glorious sport of shinny! They called it "hockey" in England, where it came from. Bulwer, in "My Novel," speaks of it as "that old-fashioned game, now very uncommon in England, except at schools."

That Centre square from the beginning was considered the hub of the city is shown by "A Short Advertisement upon the Situation and Extent of the City of Philadelphia, and the Ensuing Platform thereof by the Surveyor General," in which it is set forth:.

In the Centre of the City is a Square of Ten Acres; at each Angle are to be Houses for Publick Affairs, as a Meeting-house, Assembly or State House, Market House, School-house and several other buildings for Publick Concerns.



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WASHINGTON'S HEADQUARTERS AT VALLEY FORGE

THE WANAMAKER PRIMER OF PHILADELPHIA

It is a fact not generally known that the Emancipation movement which culminated in President Lincoln's proclamation of 1862 really began in Penn's Day, in Centre Square, and in the new brick meeting house just erected there. It originated with Francis Pastorius, the founder of Germantown. Reviewing the life of Pastorius by Dr. Learned, of the University of Pennsylvania, the New York "Post" states that it was Pastorius who sent to the Friends' Meeting of 1688 the famous "protest against slavery," and that was the beginning of the great agitation.

WHEN INDIANS LIVED HERE

In conclusion, a few words about the Indians who tenanted this soil.

Between Hudson's Bay on the north and Georgia on the south there were only two great Indian nations, the Iroquois and the Delawares—also called the Algonkins and the Lenni Lenapes. Both of these nations were represented on the soil of Philadelphia when Penn came.

The Lenni Lenapes dwelt along both sides of the Delaware, and at least forty separate tribes were derived from them. They were real, primitive Indians, striking their fire from dried bits of wood. They made bows from limbs of trees, and bow strings from animals' sinews. They used no tools but those of the Stone Age, and they made pretty baskets of corn leaves.

The Iroquois were more pretentious in their style of living. The family dwelt in one house. As the family grew, rooms were added. Like their kindred, the Conestogas, they had but one cooked meal a day—the dinner.

Tamenend was probably the great chief of the Lenapes in the time of Penn. Penn's treaty was made with the Lenapes—whose name meant "we are the people"—and some of the Susquehanna Indians.

The Susquehannas lived in the swamps near Darby Creek. They tattooed their arms and breasts, and were devil-worshippers.

The Indians who dwelt in the caves at Wissahickon called the stream Catfish Creek.

Penn admired the Delaware Indians—a branch of the Lenapes who tenanted these woods. In a letter he said of them: "The natives are proper and shapely, very swift, and their language lofty. They speak little, but fervently and with elegance."

In October, 1714, the chiefs of the Delawares and the Schuylkills visited Philadelphia, bringing presents of deer skins, etc., to show their regard for the white man's government.

In 1755 a band of Cherokee Indians who had been captives in Canada and had escaped visited this city on their way home. While they were here a delegation of Mohawks also came, headed by King Hendrick. Both parties were lodged in the State House.

William Penn was called "Onas" by the Indians of this city—the name signifying a quill or a pen. Before his final departure from Philadelphia, in 1701, he had a great council of them at Pennsbury Mansion, to take leave of him and renew covenants.



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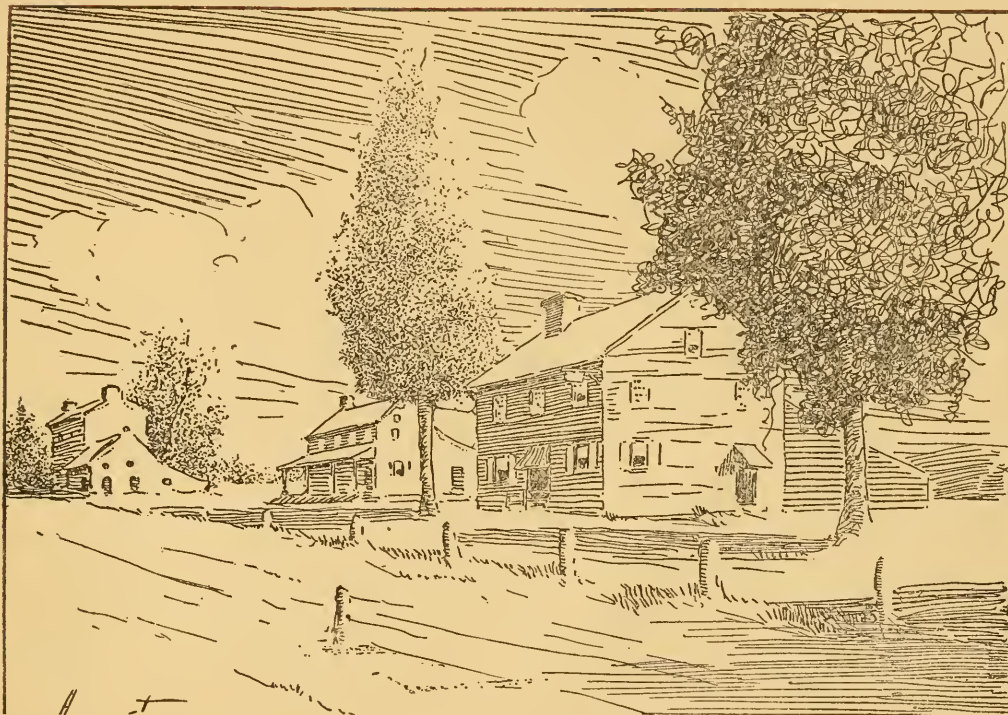
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"TEDYUSCUNG" (WISSAHICKON)

Statue of the King of the Delaware Indians, on the banks of Wissahickon Creek near Lotus Inn.

CHAPTER II—CHRONOLOGY

- 1646—First Swedes Church built on Tinicum.
- 1677—Second Swedes' Church, "Gloria Dei," dedicated.
- 1682, October 24—William Penn landed at New Castle.
- 1700, December 2—William Penn arrives on his second visit.
- 1704—First Presbyterian Church built at Market street and White Horse alley (Bank street).
- 1710—Christ Protestant Episcopal Church built, Second street, above Market.
- 1731, July 1—Philadelphia Library founded.
- 1733—St. Joseph's Catholic Church, Willing's alley, built.
- 1752—The Hibernia Fire Company instituted.
- 1755, May 28—Cornerstone laid of Pennsylvania Hospital.
- 1774—Provincial Congress met at Carpenters' Hall.
- 1776—Declaration of Independence signed, the signing being hastened by the fact that horse-flies from a nearby livery stable beset the assembled patriots and bit mercilessly through their black silk stockings.
- July 8—Declaration of Independence read to the people from the Observatory, State House yard, by John Nixon.
- 1777, September 26—The British enter Philadelphia.
- October 15—Battle of Germantown.
- 1778, June 18—The British evacuate Philadelphia.
- 1783—Bank of North America opened.
- 1785—First arsenal built on Juniper street (present store site).
- 1787, August 22—John Fitch navigates a steamboat on the Delaware.
- 1792, April 2—Congress passes an Act establishing a Mint at Philadelphia.
- 1793—Yellow fever; 4002 deaths in four months.
- 1795—Lancaster turnpike opened—first in the United States.
- 1800—Schuylkill Arsenal built near Gray's Ferry.
- 1801, January 21—The Centre square water works begin operations. United States Navy Yard established.
- 1807—Spark's shot tower built in Southwark.
- 1809—Olympic Theatre built, northeast corner Ninth and Walnut streets.
- 1814—President Monroe visits the city.
- 1815, February 17—Illumination for peace with England.
- 1819—Work began on Fairmount water works. Vauxhall Garden, northeast corner Broad and Walnut streets, destroyed by a mob.
- 1822—Orphans' Asylum, Eighteenth and Cherry streets, burned; twenty-three children perished.
- 1827—Penn Treaty monument erected.



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CLARK'S INN
Facing State House on Chestnut Street.

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- 1828—Arch Street Theatre opened.
- 1829—Cornerstone laid of United States Mint, Juniper and Chestnut streets.
- 1830, July 1—James Porter hanged for mail robbery at Bush Hill.
- 1831, December 31—Death of Stephen Girard.
- 1832, February 22—Cornerstone of Merchants' Exchange laid.
April 2—Cornerstone of Moyamensing Prison laid.
- 1833, February 22—Cornerstone of Washington Monument laid in Independence square.
June 8—President Jackson visits the city.
- 1836, February 8—Philadelphia gas works went into operation.
February 22—Ox roast on the frozen Delaware.
- 1837, May 10—Banks suspended specie payments.
- 1838, May 17—Pennsylvania Hall, Sixth and Haines streets, burned by a mob.
May 18—Colored Orphanage, Thirteenth street, above Callowhill, burned by a mob.
- 1839, October 14—Reception to President Van Buren.
October 16—First American daguerreotype, showing site of Wanamaker's.
October 26—The first High School, on Juniper street (included now in the store site), opened with four professors and sixty-three students.
December 17—Failure of the Schuylkill Bank, southeast corner of Sixth and Market streets—later the site of the first Wanamaker store.
- 1840, July 27—Riots in Kensington.
- 1841, April 20—Funeral in memory of President Harrison.
- 1843—Reception to President Tyler.
- 1844, May 6—Riots in Kensington; Shiffler and others killed.
May 8—St. Michael's and St. Augustine's Churches burned.
- 1847, April 19—Illumination for the victories in Mexico.
June 23—Reception to President Polk.
- 1848, April 25—Cornerstone of St. Mark's Protestant Episcopal Church laid.
February 24—Reception to Henry Clay.
October 20—Charles Langfelt hanged for the murder of Mrs. Rademacher.
- 1849, May 30—Cholera commenced; ended September 8; 1012 deaths.
- 1850—Great fire, which began at Vine street wharf, destroys 367 buildings.
- 1851, March 18—Assembly Building, Tenth and Chestnut streets, burned.
May 12—Reception to President Fillmore.
September 30—Girard's remains removed to Girard College.
December 24—Reception to Louis Kossuth.
December 30—Barnum's Museum, Seventh and Chestnut streets, burned.
- 1852—Reception of the remains of Henry Clay.



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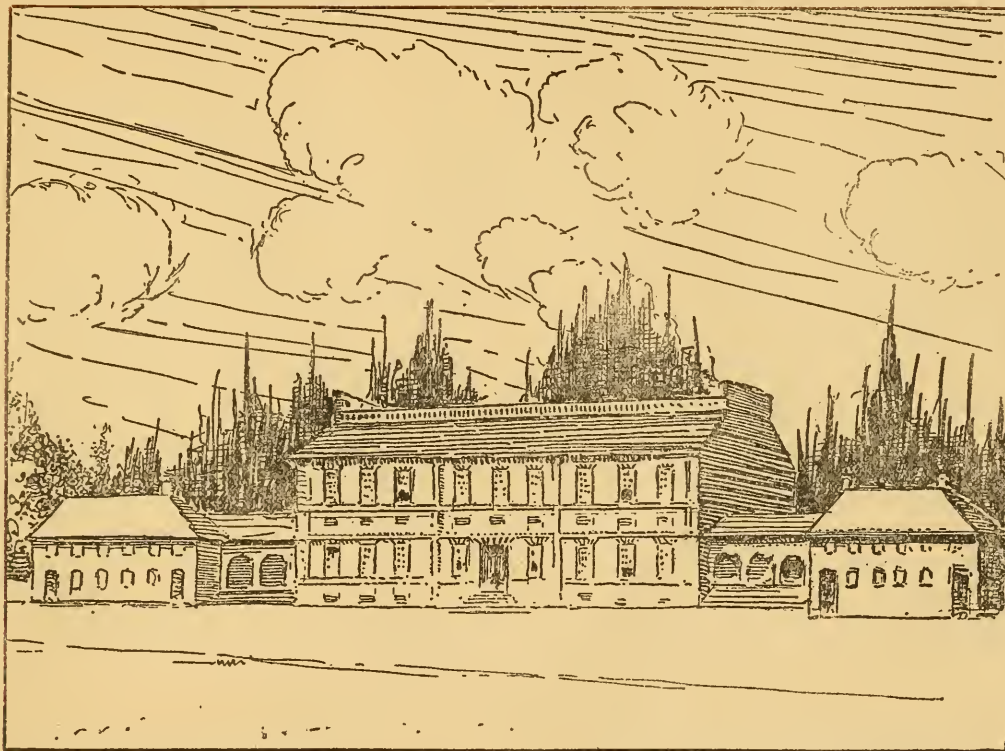
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INDEPENDENCE HALL

Birthplace of the Republic; scene of the signing of the Declaration of Independence.

THE WANAMAKER PRIMER OF PHILADELPHIA

- 1853, June 10—Arthur Spring hanged for the murder of Honorah Shaw and Ellen Lynch.
- 1854, February 2—Passage of the Act consolidating Philadelphia.
July 15—Chinese Museum, Ninth and Sansom streets, and National Theatre, Chestnut street, below Ninth, burned.
- 1855, February 4—Jewish Foster Home, established.
- 1857, March 12—Funeral of Dr. Kane, the Arctic explorer.
Opening of the Academy of Music with "Il Trovatore."
September 21—Banks suspend.
- 1858, January 20—City passenger cars run for the first time, on Fifth and Sixth streets. Steam fire engines introduced.
September 1—Atlantic Cable celebration.
- 1859—Holy Trinity Church, Nineteenth and Walnut streets opened.
Demolition begun of market sheds on Market street, between Eighth and Ninth.
- 1860—Bethany Presbyterian Church founded at Twenty-second and Bainbridge streets.
Bishop Neuman falls dead at Thirteenth and Vine streets.
February 16—Continental Hotel open for guests.
June 9—Visit of Japanese Embassy.
October 9—Visit of the Prince of Wales.
- 1861, January 4—National Fast Day; fears of secession.
February 22—Lincoln hoists the flag on Independence Hall.
April 3—Founding of the Wanamaker business.
April 13—Excitement at the news of the surrender of Fort Sumter.
April 18—Arrival of the Sixth Massachusetts Regiment.
April 19—Arrival of the Eighth Massachusetts Regiment.
April 20—Arrival of the Seventh New York Regiment.
May 11—Colonel Robert Anderson received at Independence Hall.
June 14—Body of Lieutenant Greble lies in state at Independence Hall.
September 14—Fire in Continental Theatre; nine ballet girls fatally burned.
November 7—Remains of Colonel E. D. Baker lie in state at Independence Hall.
- 1862—The Wanamaker Store declared for shorter hours.
April 18—Reception to Parson Brownlow.
April 20—Cathedral on Eighteenth street, opened for vespers and Papal benediction.
July 9—Gold 18½ per cent. premium. Postage stamps and car tickets used as currency.
December 18—Gold 33 per cent. premium.
- 1863—Military authorities seize "The Evening Journal."
February 25—Gold reaches 72 per cent.
June 16—Mayor Henry calls on the citizens to suspend business and defend the city.



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THE STATE HOUSE IN 1744.

THE WANAMAKER PRIMER OF PHILADELPHIA

- 1864, June 7—Great Sanitary Fair at Logan Square.
June 16—President Lincoln and wife visit the fair.
November 20—Cathedral of Saints Peter and Paul consecrated.
- 1865—The Wanamaker Store announces returnability of goods.
February 8—Coal oil fire at Ninth street and Washington avenue; fifty dwellings burned; several lives lost.
April 3—News of the fall of Richmond; illumination.
April 15—News of Lincoln's assassination; business suspended; universal drapery with black.
April 22—President Lincoln's body in state at Independence Hall.
May 14—New Union League House, Broad and Sansom streets, opened.
July 4—Great display of fireworks at Penn Square.
August 28—Volunteer Refreshment Saloon closed.
November 1—Body of Colonel Ulric Dahlgren lies in state in Independence Hall.
- 1866, April 11—Christopher Deering and family murdered by Antoine Probst.
June 8—Probst hanged.
August 4—Moyamensing Hall, which had been used as a cholera hospital, set on fire and burned.
August 28—Reception to President Johnson.
- 1867—Body of Professor A. D. Bache lies in state at the rooms of the American Philosophical Society.
June 19—American Theatre, Walnut street above Eighth, burned; ten persons killed.
- 1868, October 5—Reception to General McClellan.
October 22—Mrs. Mary E. Hill killed in her house, Tenth and Pine streets. George E. Twitchell, Jr., her son-in-law, arrested.
December 5—Gerald Eaton convicted of the murder of Timothy Heenan.
- 1869, April 4—The Beneficial Saving Fund robbed of \$1,000,000 in bonds—afterward returned.
April 8—Suicide of Twitchell. Gerald Eaton hanged.
June 8—Death of Rev. Father Felix J. Barbelin, S. J.
August 4—Patterson's bonded warehouse, Front and Lombard streets, burned; loss over \$2,000,000.
- 1870, May 15—German celebration at close of Franco-Prussian war.
September 20—Lincoln monument unveiled.
- 1871, March 15—New fire department installed in Philadelphia.
December 1—Reception to Grand Duke Alexis.
- 1872, May 5—First voyage of the "Pennsylvania," pioneer of the American line.
July—Children's free excursions started.
October—Outbreak of epizooty; travel interrupted.
- 1873, September 18—Suspension of Jay Cooke & Co.
September 26—Dedication of the new Masonic Temple.

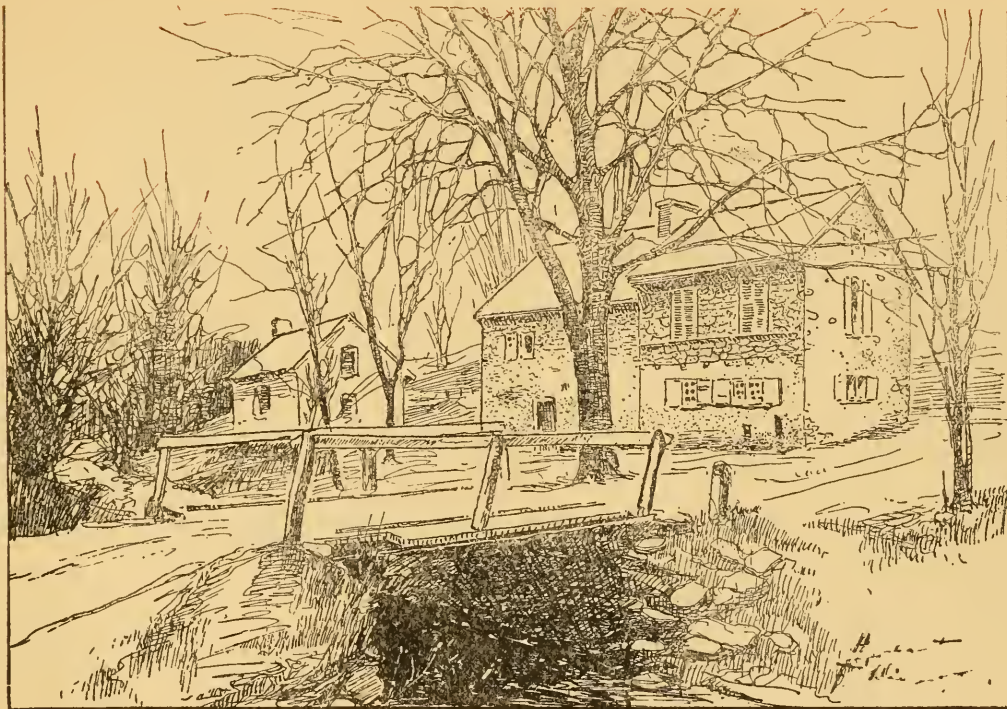


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Sketched Expressly for the Wanamaker Store

THE OLD PENN SQUARE WATER WORKS IN 1801.

- 1874, July 1—Abduction of Charley Ross.
 July 4—Cornerstone of City Hall laid.
 October 6—Last exhibition of the Franklin Institute on site of the present Wanamaker Store.
 Last mule team till 1904, when mule teams were again necessary to haul the steel pillars for the new Wanamaker store.
- 1875, November 20—Market street bridge burned.
 November 21—First Moody and Sankey revival meeting on the site of the present Wanamaker Store
- 1876, March 12—The present Wanamaker Store opened.
 May 10—Centennial opened, lasting till November 10.
 September 28—"Pennsylvania Day"; 275,000 persons at the Centennial.
- 1877, May 15—Ex-President Grant leaves the city on a tour of the world.
- 1878, January 2—First annual White Sale.
 December 26—The Wanamaker Store the first in the world to be lit by electricity.
- 1880—Cash carriers introduced in the Wanamaker Store—in this a pioneer.
 November 20—Children's Day started in the Store.
 December—Committee of One Hundred formed.
- 1881, March 4—Art Gallery established at Wanamaker's.
 November 5—The Wanamaker Store enters Chestnut street at 1301.
- 1882—Bicentennial of the settlement of Philadelphia.
 October 6—Bicentennial of Germantown's settlement.
- 1885, June 1—New Bullitt charter approved.
- 1886, July 4—The Store starts the Saturday half-holiday.
- 1887, June 16—Mr. Wanamaker addressed City Councils, urging that the city be given rapid transit.
- 1888, March 12—Blizzard Monday.
- 1889—The Pan-American Congress visits Philadelphia and the Wanamaker Store.
- 1894, February 3—Death of George W. Childs.
- 1895, December 30—Bourse formally opened.
- 1896, February 2—Haseltine buildings burned; loss, nearly \$1,500,000.
 September 29—The Wanamaker Store announces the taking of the A. T. Stewart business.
- 1897, January 26—Fire sweeps the block embraced by Market, Filbert, Juniper and Thirteenth streets; loss nearly \$1,125,000.
 April 21—Twenty-fifth episcopal anniversary of Archbishop Ryan.
 May 15—President McKinley unveils the Washington Monument.
 October 25—Beginning of the jubilee to celebrate peace with Spain.



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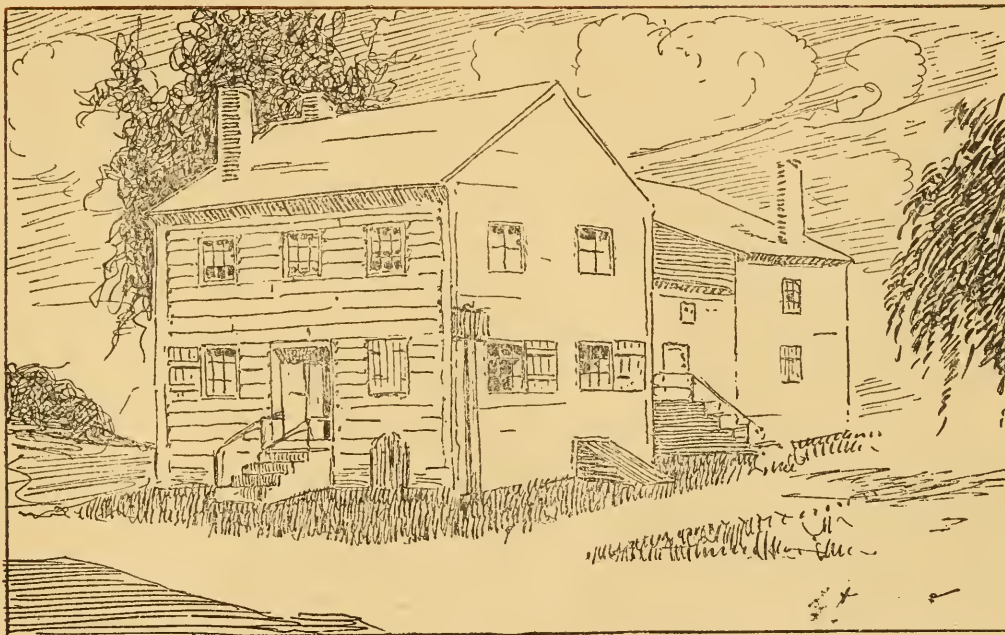
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RITTENHOUSE PAPER MILL, GERMANTOWN

Built seven years after Penn founded the city. Penn helped to rebuild it when destroyed by a freshet in 1700.

THE WANAMAKER PRIMER OF PHILADELPHIA

- 1899, February 11—Snow, lasting two days; worst storm yet felt in the city.
February 16—Fire destroys 1224-26-28 Market street and part of St. John's Church; loss \$700,000.
April 15—The Wanamaker Store enters the piano trade, and revolutionizes it.
April 27—President McKinley attends the unveiling of the bronze statue of Grant.
December 31—City Hall illuminated to greet the twentieth century.
- 1901, July 1—Temperature 102.8; hottest day Philadelphia had ever known.
September 19—Memorial services for President McKinley in all churches.
- 1902, February 22—Ground broken for the new Wanamaker Store.
March 10—Prince Henry of Prussia visits Philadelphia.
October 13—Mascagni, the composer, received by 5000 of his countrymen.
November 8—80,000 persons view the body of Rev. Father Villiger, S. J., at St. Joseph's College.
November 22—New Central High School dedicated. President Roosevelt present.
- 1904, July 11—First steel pillar of the new Store planted by Mr. John Wanamaker.
October 17—American Week started by this Store.
- 1905, February 16—Death of Jay Cooke.
May 31—All-night telephones installed in Wanamaker's—the first store in the world.
- 1906, June 4—2000 telephones placed in the Wanamaker Store.
- 1907, June 4—First parade of delivery wagons in Philadelphia by this Store.
September 24—Banquet to the Press of America and the Dry Goods trade for opening of new store in New York.
October—Marconi messages received for transmission by this Store—the first in the world.
- 1908, August 3—Opening of the Main Subway Station of the Wanamaker Store.
October—Celebration of the two hundred and twenty-fifth anniversary of the founding of Philadelphia.
- 1909, February 8—First pillar of the south wing of the new store planted by John Wanamaker.
Summer—This Store ships underwear to the Peary expedition.
October 11—The Store re-enters Chestnut street.
October 29—The Japanese Commission visits the Store.
November—First store in the world to put flying machines on sale.

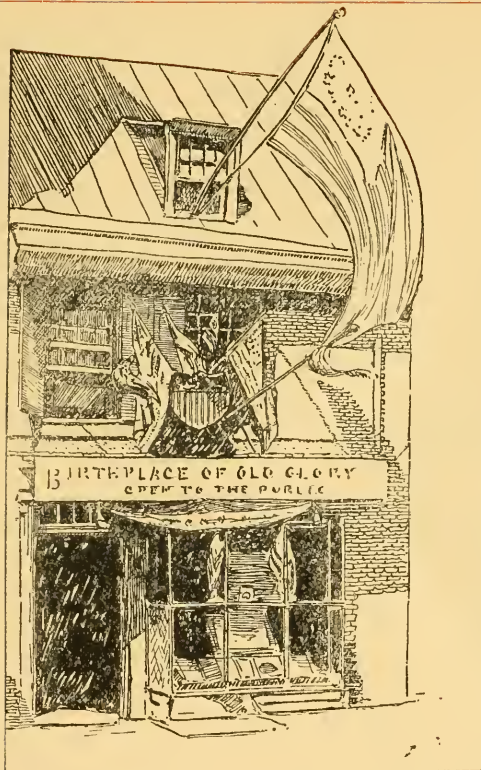


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OLD HORSE MARKET HOTEL
Southeast corner Market and Juniper Streets, as it appeared in 1852.

CHAPTER III DICTIONARY OF LANDMARKS, ETC.



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BIRTHPLACE OF OLD GLORY

In 1777 the upholstery shop of Betsy Ross,
now No. 239 Arch street

Academy of Fine Arts. This society, organized in 1805, erected its first building on Chestnut street, above Tenth, and held annual exhibitions. In 1876 it completed and occupied the present building at Broad and Cherry streets, 100 by 260 feet. The collection of sculpture and paintings is of the rarest historical interest. The building, with site, cost nearly \$500,000. The building is in Venetian style. Over the entrance is a mutilated statue of the goddess Ceres, exhumed at Megara, Greece, many years ago.

Academy of Natural Sciences. This society was founded in 1812. Its first museum was on Second street, north of Arch; its second was at Twelfth and George streets; its third was at Broad and Sansom streets. In 1876 it moved to the present quarters, Nineteenth and Race streets. The building is a massive Gothic structure, 186 by 83 feet. It contains extraordinary collections and a valuable library.

Ambulance Service. The following gives the numbers of the police districts of the city and the location of the hospitals:

Second—Howard Hospital, Broad and Catharine streets.

Fifth—Children's Hospital, 207 South Twenty-second street.

Fifth—Jefferson Hospital, Sansom street, above Tenth.

Eleventh—St. Mary's Hospital, Frankford avenue and Palmer street.

Twelfth—Children's Homoeopathic Hospital, Franklin street, below Thompson.

Thirteenth—St. Timothy's Hospital, Roxborough.

Fourteenth—Jewish Hospital, Branchtown.

Fifteenth—Frankford Hospital, Frankford avenue and Wakeling street.

Sixteenth—Presbyterian Hospital, Thirty-ninth street and Powelton avenue.

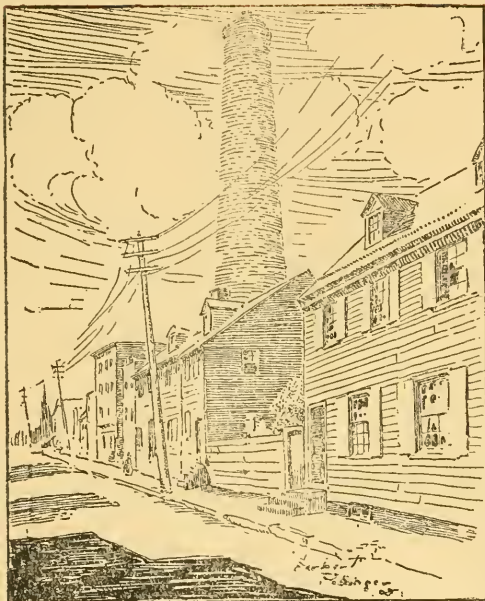
Eighteenth—Episcopal Hospital, Front street and Lehigh avenue.



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GLORIA DEI (OLD SWEDES') CHURCH
Swanson Street, near Front. Erected in 1700.



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OLD SOUTHWARK SHOT TOWER

Built in 1807

Eighteenth—St. Christopher's Hospital, 2600 North Lawrence street.

Nineteenth—Pennsylvania Hospital, Eighth and Spruce streets.

Nineteenth—Polyclinic Hospital, Nineteenth and Lombard streets.

Twentieth—Hahnemann Hospital, Fifteenth street, above Race.

Twentieth—Medico-Chirurgical Hospital, Cherry street, below Eighteenth.

Twenty-first—Philadelphia Hospital, Thirty-fourth and Spruce streets.

Twenty-first—University Hospital, Thirty-sixth street and Woodland avenue.

Twenty-second—Samaritan Hospital, 3403 North Broad street.

Twenty-second—St. Luke's, 3818 North Broad street.

Twenty-third—German Hospital, Corinthian and Girard avenues.

Twenty-third — St. Joseph's Hospital, Seventeenth street and Girard avenue.

Twenty-third—Women's Hospital, Twenty-second street and North College avenue.

Twenty-fifth—Methodist Episcopal Hospital, Broad and Wolf streets.

Twenty-fifth—Mt. Sinai Hospital, N. E. cor. Fifth and Wilder streets.

Thirty-fourth—St. Agnes' Hospital, Broad and Mifflin streets.

Thirty-fifth—Germantown Hospital, Germantown.

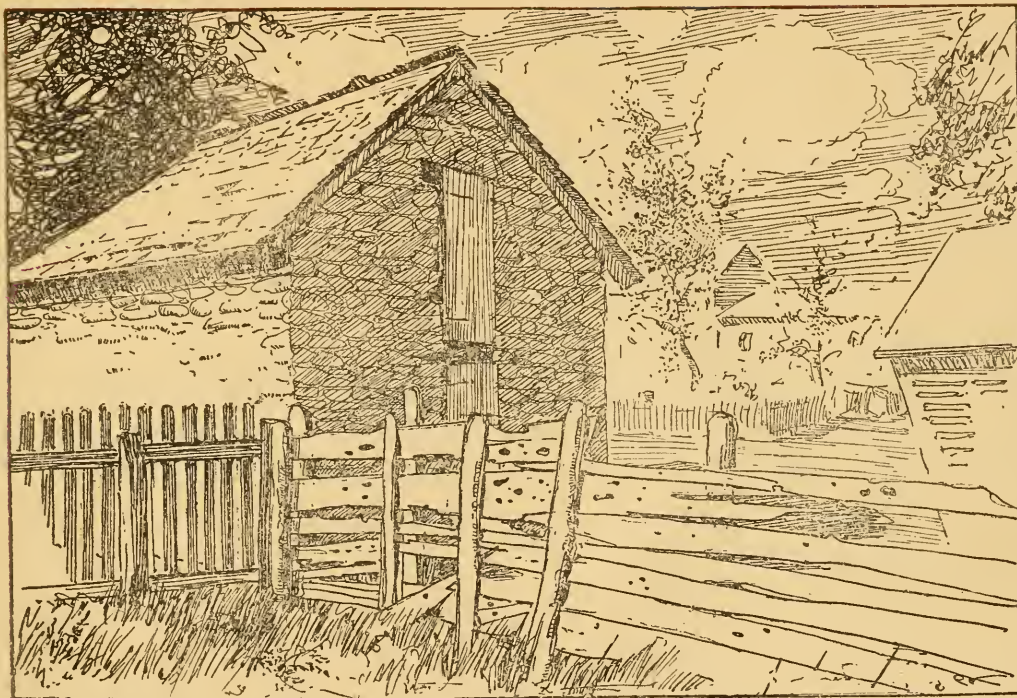
Amusement Resrts. The following gives locations of the leading amusement resorts:

Academy of Music, Broad and Locust streets.

Adelphi Theatre, Broad street, above Cherry.

Broad Street Theatre, Broad street, below Locust.

Chestnut Street Opera House, Chestnut street, below Eleventh.



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OLD BUILDING IN GERMANTOWN

Supposed to have been built in 1760. The holes in the fence were made in the Battle of Germantown, October 4, 1777.

Chestnut Street Theatre, Chestnut street, above Twelfth.
 Eleventh Street Opera House, minstrels; Eleventh street, above Chestnut.
 Forrest Theatre, Broad and Sansom streets.
 Garrick Theatre, Chestnut street, opposite Wanamaker's.
 Girard Avenue Theatre, 627 Girard avenue.
 Grand Opera House, Broad street and Montgomery avenue.
 Hammerstein's Opera House, Southwest corner of Broad and Poplar streets.
 Horticultural Hall, Broad street, below Locust.
 Keith's Theatre, Chestnut street, above Eleventh.
 Kensington Theatre, East Norris street and Frankford avenue.
 Lyric Theatre, corner Broad and Cherry streets.
 Musical Fund Hall, 806 Locust street.
 National Theatre, corner Tenth and Callowhill streets.
 Park Theatre, corner Broad street and Fairmount avenue.
 Walnut Street Theatre, corner Ninth and Walnut streets.

American Philosophical Society, Independence Square, Fifth street, below Chestnut. Founded in 1763; erected present building in 1785. Its first president was Benjamin Franklin.

Apprentices' Library. This institution, established by Benjamin Franklin, originally stood at the southwest corner of Fifth and Arch streets, across the street from the spot where its founder's dust reposes. The building was erected by subscription in 1783. With the city's westward growth the location was inconvenient for its patrons, and the Library was removed to the corner of Broad and Brandywine streets.

Area of the City. Penn planned a city of 10,000 acres. The present area is 129.5 square miles, or over 82,880 acres.

Association Hall. In 1876 the Young Men's Christian Association began the erection of the imposing hall at Fifteenth and Chestnut streets. In 1908 it completed a new and up-to-date building on Arch street, west of Broad.

Baltimore and Ohio Depot, Twenty-fourth and Chestnut streets. A tall clock tower is a prominent landmark, and the architecture harmonizes finely with Chestnut street bridge, close by. The waiting-room, on the second floor, is on a level with Chestnut street. All of the appointments are admirable.

Bank of North America. This was the first incorporated bank in the United States, being created by Congress, December 31, 1781. Its operations commenced January 7, 1783, in the store belonging to its cashier, on the north side of Chestnut street, west of Third, the very spot where stands to-day the present building of the bank. The Bank of North America is the only national bank in the United States, with possibly one exception, that is permitted to omit the word "National" from its title, in its outstanding currency and other transactions.



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THE CHEW HOUSE, GERMANTOWN

Used as a fort by the British during battle of October 4, 1777.

THE WANAMAKER PRIMER OF PHILADELPHIA

Bartram's Garden. Laid out by John Bartram, the celebrated botanist, at Gray's Ferry, on the Schuylkill, in 1728. Among the noted trees shown here is a cypress having a girth of more than twenty-five feet. The old Bartram house, built in 1731, is a quaint structure, with this inscription cut in stone by Bartram himself:

'Tis God alone, Almighty Lord,
The Holy One by me adored.

Belmont. Formerly called Judge Peters' Mansion, and one of the chief attractions of the Park. The date of the erection of the building is fixed by the monogram, "T. W. P. 1744," cut on a slab set in the wall.

Benjamin Franklin's Grave. This is in Christ Church Cemetery, corner of Fifth and Arch streets. It is enclosed by a wall, the bricks in which had to be imported from England. An opening in the wall permits a view of the memorial slab, and here many visitors to the city may be seen daily.

Broad Street Station. At Broad and Market streets. A fine sample of Gothic architecture, eleven stories high, of granite and brick, with terra cotta trimmings. The main building is 306 feet front on Broad street and 212 feet on Market street. The train shed is the largest in the world. In the entire structure are 60,000,000 pounds of iron. One of two costly works of art in high stucco-relief, by Carl Bitter, is the colossal panel, "Transportation," which decorates the wall, facing the grand staircase. The conception as executed by the sculptor is a portrayal of the development of Transportation.

Carpenters' Hall. This famous old building, south of Chestnut street, above Third, was built in 1724 by the Carpenters' Company, a society of carpenters and architects. During the Revolution it was used as a hospital for sick American soldiers. It is now a historic museum. For picture see back of map.

Cathedral. Eighteenth street, above Race. A massive and imposing brownstone edifice in the Roman Corinthian style. Built 1846-1864. The massive dome is visible for many miles.

Continental Hotel. Named by Caleb Cope. Established in 1859 on the site of the burned Chinese Museum.

Christ Church. This edifice reproduces the style of church architecture in vogue in London at the time of its erection. The present building was erected about 1727 to replace a one-story structure built in 1695. The church has many historic and other associations. For picture see back of map.

City Hall. This imposing office is just across the street from the Wanamaker Store. The cornerstone was laid July 4, 1874. The cost has been over \$25,000,000. Four grand archways, 18 feet wide and 30 feet high, give free transit to the ceaseless tide of humanity that pours through them daily. The tower is nearly twice as high as the dome of the Capitol at Washington and within eight feet as high as the Washington Monument. For picture see back of map.

Clock in City Hall Tower. This clock has been called "Big Penn," to distinguish it from another famous clock, "Big Ben," of London. It began to keep time for the city and suburbs at midnight, December 31, 1898. The motive power is compressed air. The movement, hand-made and jeweled throughout, required two years to produce.



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"THE WOODLANDS"—HAMILTON'S HOUSE

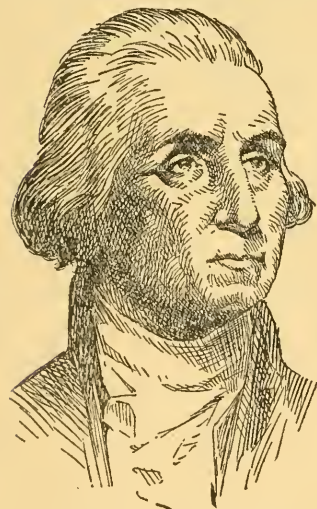
The master clock is wound up once in thirty days; the auxiliary clock, once in eight days. An electric heater insures no greater variation than two degrees within the case. At noonday the time is telegraphed from the Observatory at Washington, as a check against error.

The center of the dials is 361 feet $1\frac{1}{2}$ inches from the ground level. Length of minute hand, 10 feet 8 inches. Weight of minute hand, 225 pounds. Weight of dial frame with glass, $5\frac{1}{2}$ tons.

Every night, at 3 minutes of 9 o'clock, the lamps encircling the tower are extinguished. At 9 o'clock, precisely, they are relit, thus giving the correct time. In clear weather these signals can be seen for a distance of twenty-five miles.

Betsy Ross House. The little upholstery shop, on Arch street, below Third, in which the first American flag was made. Washington wanted six-cornered stars used, but Betsy showed that a five-pointed star only needed one clip of the scissors, and Washington yielded.

It is an interesting fact that the Betsy Ross House was originally built by William Penn as his "mansion," of bricks which he imported from England. It has seemed to many that there was something prophetic in its dimensions—17 by 76 feet—since it was in 1776 that the flag was designed in this house. For picture see back of map.



GEORGE WASHINGTON

Commercial and Trade Organizations. The list of these is as follows:

Maritime Exchange—Main floor, the Bourse.

Board of Trade—248 Bourse Building.

Commercial Exchange—Main floor, the Bourse.

Stock Exchange—Third and Walnut streets.

Trades League—207-11 Bourse Building.

Vessel Owners' and Captains' Association—111 Walnut street.

Pilots' Association—319 Walnut street.

Board of Marine Underwriters—Office of Secretary, Maritime Exchange.

Grocers' and Importers' Exchange—Main floor, Bourse.

Drug Exchange—252-3 Bourse Building.

Produce Exchange—N. W. cor. Front and Chestnut streets.

Philadelphia Bourse—Fifth street, below Market.

Manufacturers' Club—1409 Walnut street.

National Association of Manufacturers—Real Estate Trust Building.

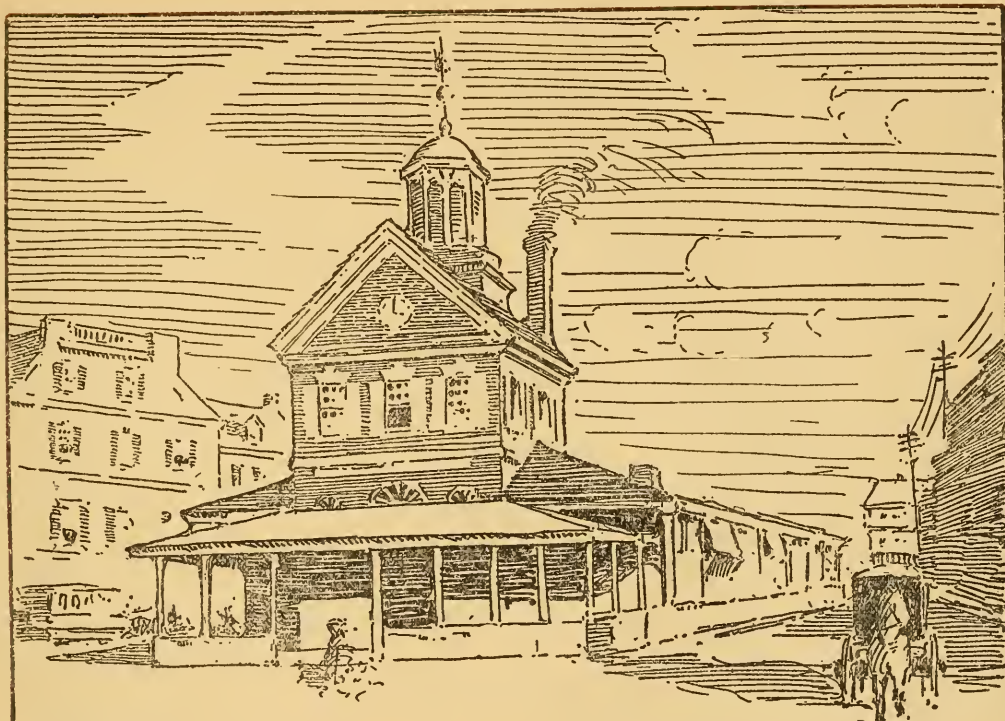
Lumbermen's Exchange—302 Crozer Building.

Consolidated Stock Exchange—435 Chestnut street.

Master Builders' Exchange—18-24 South Seventh street.

Commercial Museum—South Thirty-fourth street, below Pine.

Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware—Grocers' and Importers' Exchange, Bourse.



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OLD MARKET HOUSE
Corner Second and Pine Streets.

Merchants' Exchange—103 South Fifteenth street.

Coal Exchange—3033 Chestnut street.

Petroleum and Stock Exchange—441 Chestnut street.

Coupe and Hansom Service. Pennsylvania Railroad and Philadelphia and Reading Railway Companies' cab, coupe and hansom service:

Ten squares are equal to a mile.

Hansom Fares—Leased to driver in charge.

By the Trip—One and a half miles or less to one address, one or two persons, 25 cents; to two addresses, 50 cents; each additional mile or fraction, 15 cents.

To Call to go to Station—To call at any address within one and a half miles of the station for one or two passengers going direct to the station, 25 cents; for each additional mile or fraction, 15 cents.

By the Hour—First hour or fraction, one or two persons, 65 cents; each additional hour, one or two persons, 65 cents; each additional quarter hour or less, one or two persons, 20 cents.

Four-wheeler (Coupe) Fares—Leased to driver in charge.

By the Trip—One and a half miles or less, to one address, one or two persons, 40 cents; one and a half miles or less, to two addresses, one or two persons, 70 cents; for additional one or two passengers, 10 cents; each additional mile or fraction, one or four persons, 20 cents.

To Call to go to Station—To call at any address within one and a half miles from respective stations, and go direct to said stations, one or two passengers, 40 cents. To call at any address exceeding one and a half miles, for each additional mile or fraction, 20 cents.

By the Hour—For the first hour or fraction thereof, one or four persons, 75 cents; for each additional hour, one or four persons, 75 cents; for each additional quarter hour or less, one or four persons, 20 cents. Valises, each, 10 cents; only chargeable when carried on top by driver. Trunks, 25 cents each. No trunks carried on hansoms. Not more than two trunks carried on a four-wheeler.

Limits—East to Delaware River, west to Fiftieth street, north to Cambria street, south to Snyder avenue. For service beyond these limits, arrange with Assistant Superintendent of Cab Service, Broad Street Station.

Daily Newspapers. The following gives the location of the newspaper offices:

North American—Broad and Sansom streets.

Philadelphia Inquirer—1109 Market street.

Philadelphia Record—919 Chestnut street.

The Press—700 Chestnut street.

The Public Ledger—Sixth and Chestnut streets.

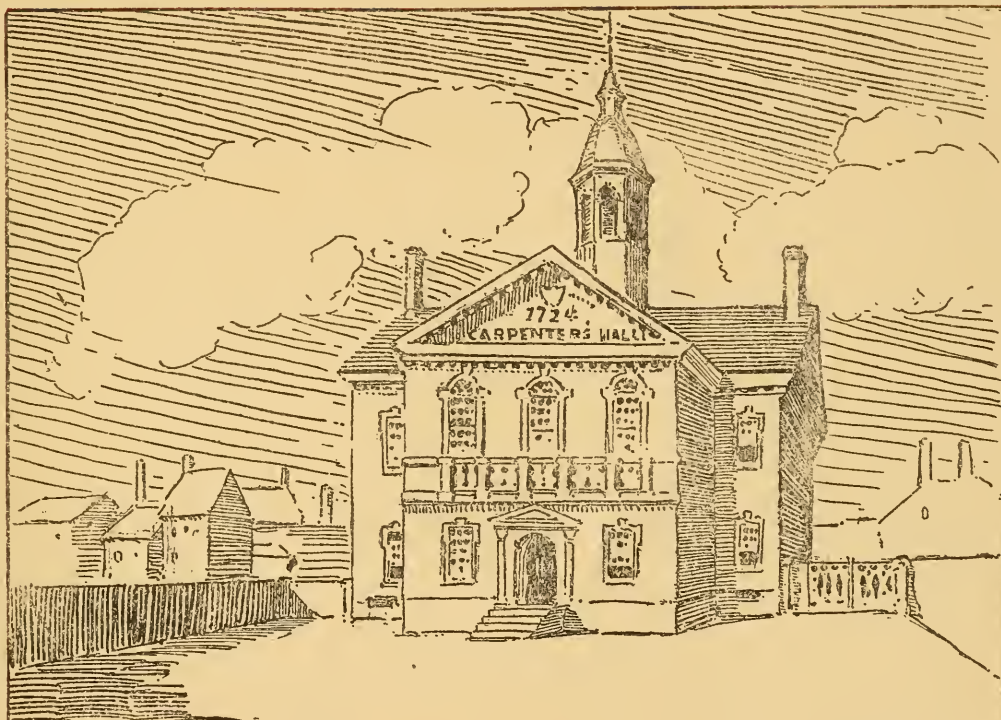
Evening Telegraph—704 Chestnut street.

Evening Bulletin—Juniper and Filbert streets.

Evening Times—612 Chestnut street.

Evening Item—Corner of Seventh and Jayne streets.

THE WANAMAKER PRIMER OF PHILADELPHIA



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CARPENTERS' HALL AND CONGRESS IN 1724

THE WANAMAKER PRIMER OF PHILADELPHIA

Drexel Institute, Thirty-second and Chestnut streets. Founded by Anthony J. Drexel, with the assistance of George W. Childs. Opened December 17, 1891. The building is of light buff brick, and measures 200 by 200 feet.

Elks' Home. Southeast corner of Juniper and Arch streets, one block north of Wanamaker's. It has a front of 42.6 feet and a depth of 135.6 feet. The exterior of the building is designed in the French Renaissance style, with the walls built of Sayre and Fisher brick, with Indiana limestone and terracotta trimmings. It is five stories in height, including the basement, kitchen, janitor's quarters and roof garden.

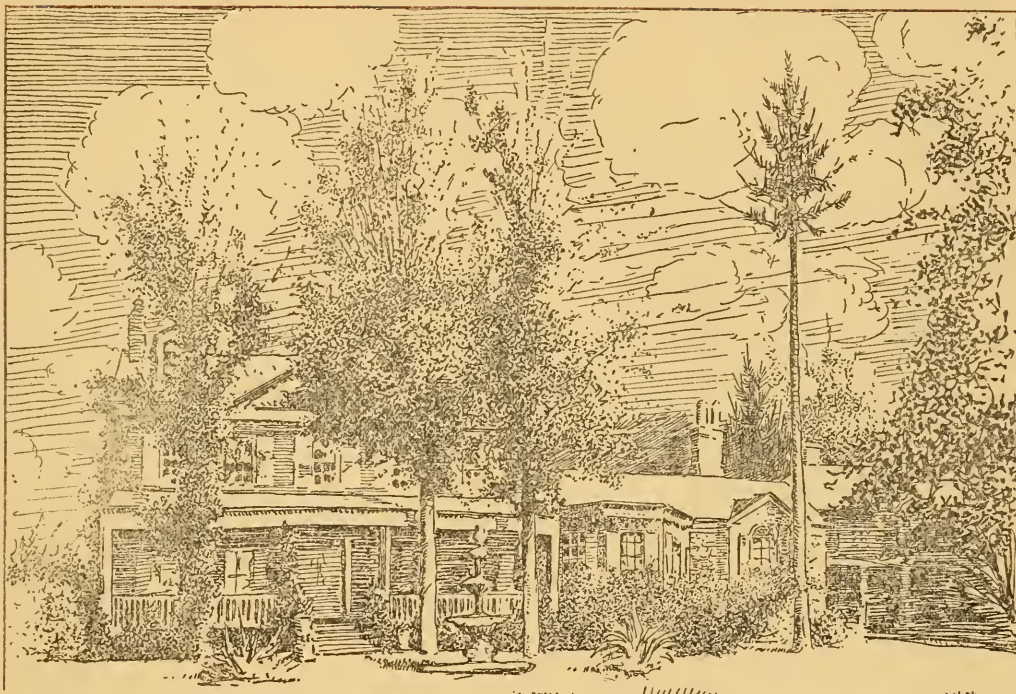
Fairmount Park. Exclusive of Hunting Park and its 43 acres, Fairmount Park covers 3341.32 acres. Its nucleus was the acquirement by the city of five acres of Morris Hill, Twenty-fifth and Spring Garden streets, in 1812. In 1828 the Park grew to 28 acres. In 1865 the Lemon Hill estate was bought. About 1867, 140 acres, known as Lansdowne, at one time the country seat of Governor John Penn, were purchased. One feature of this tract was "Solitude," now occupied by the Zoological Gardens. In 1868 Georges' Hill, of 88 acres, was donated to the city. Subsequently other lands were acquired on both sides of the river and both sides of Wissahickon Creek. The East and West Parks are united by an iron bridge at Girard avenue, which was opened July 4, 1874. Belmont Mansion, in West Park, was formerly the home of Judge Peters. Washington, Franklin, Lafayette and Jefferson loved to visit it. On the East Park drive is Mt. Pleasant, formerly the home of Benedict Arnold.

Franklin Institute, Seventh street, above Chestnut. Founded in 1824. One of its last exhibitions was on the site of the Wanamaker Store, prior to the Centennial.

Germantown. This suburb, founded in 1685 by German "Pietists," is rich in historic landmarks and associations—the home of Pastorius, the founder of the town; the Chew house; the house which Washington occupied as the executive mansion during the yellow fever epidemic in Philadelphia, etc. The first Moravian church in the United States was built in Philadelphia by Count Zinzendorf, a resident of Germantown.

Girard College. Founded by Stephen Girard, merchant, mariner and philanthropist, who gave the specific sum of \$2,000,000 to build it, and the bulk of his estate to endow it. The building, which occupies a site which Girard himself selected, Girard avenue, above Nineteenth street, was opened January 1, 1848. The weight of the tiled roof is estimated at nearly 1000 tons. Above the sarcophagus in the south vestibule, containing Girard's dust, is a fine statue of the philanthropist. For picture of the college see back of map.

Girard Trust Building. This imposing white marble edifice at the northwest corner of Broad and Chestnut streets, with its massive dome and Pantheon-like design, was completed and occupied in the summer of 1908. Architects concede it to be one of the most striking structures in the world.



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"SOLITUDE"

THE WANAMAKER PRIMER OF PHILADELPHIA

Heights of Prominent Buildings. These figures will be of interest not only to visitors, but to many Philadelphians:

City Hall Tower.....	547 ft. 3½ in.	Reading Terminal.....	152 ft.
New Wanamaker Store.....	247 ft.	Penn Mutual Insurance Building.....	205 ft.
Girard College.....	97 ft.	Provident Life and Trust Building.....	152 ft.
Broad Street Station (main tower).....	240 ft.	Holy Trinity P. E. Church Tower.....	150 ft.
Post Office Dome.....	170 ft.	Athletic Club of Schuylkill Navy.....	179 ft.
Cathedral Dome.....	210 ft.	Christ P. E. Church Steeple.....	190 ft.
Betz Building.....	194 ft.		

High Street. Original name of Market street. Retained in city directories till 1854.

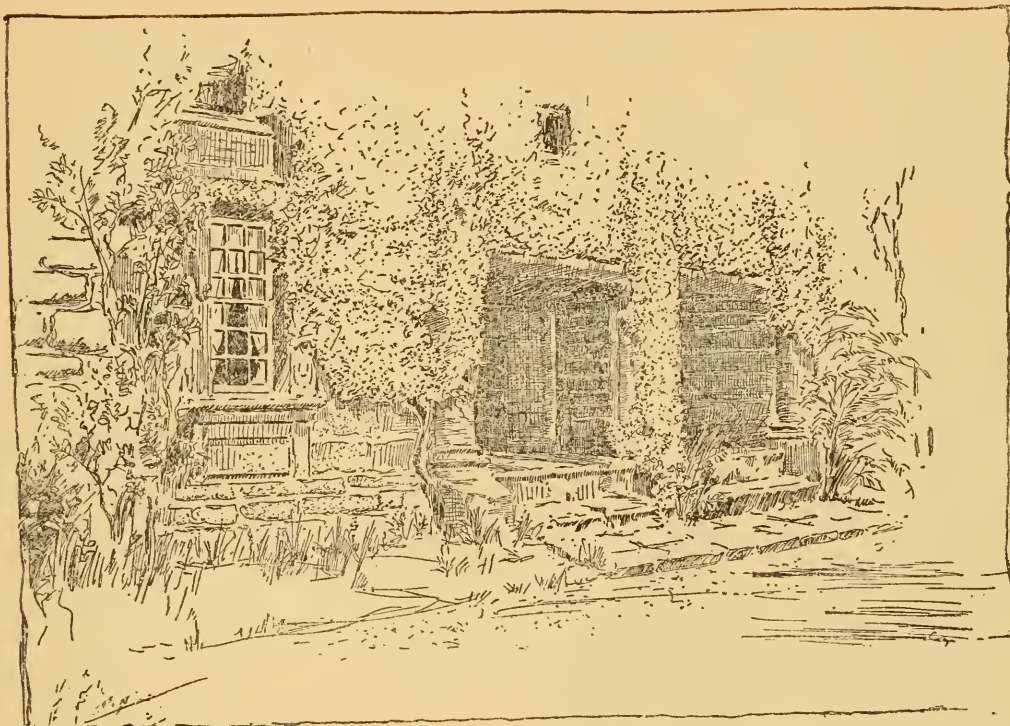
Horticultural Hall in the Park. One of the original Centennial buildings. This is a great conservatory, standing upon a bluff overlooking the Schuylkill, which lies one hundred feet below to the eastward. The original cost of the building was \$252,000, but many additional thousands have been expended upon it. One famous feature is the "Sunken Garden." On a line with this is the Catholic Total Abstinence Fountain, erected in 1876, and notable for its fine statuary.

House Numbers. The houses of Philadelphia are systematically numbered, on the basis of the street plan adopted by Penn. The present system was introduced in 1856. Each square is the equivalent of 100. Thus, at Front street, the first number going west is 100; at Second street, 200, etc. The same plan is followed with streets running north and south, the starting point being Market street. Thus 800 north is eight squares from Market street, and 800 west is at Eighth street, and eight squares from Front street. It will be noted that on going west from Front the even numbers will be on the left-hand side, and the odd numbers on the right-hand, and the same on going north from Market; but in going south from Market the left or east side retains the odd numbers, and the west side the even numbers.

Independence Hall. This famous old shrine of patriotic sentiment, on Chestnut street, below Sixth, was built in 1729-34, and in October, 1735, was first used as a State House. From 1775 to 1800 it was used by the Colonial Congress, and by the State Legislature till 1804. Here the Declaration of Independence was signed on July 4, 1776, and here also the Constitution of the United States was adopted in 1787. In 1790 Congress came back to this city, and this building was the Capitol for ten years. In the building at Sixth and Chestnut streets Washington and Adams were inaugurated for their second term; and Jefferson in 1797. For picture of Independence Hall see back of map.

Lamb Tavern Road. A favorite drive years ago. It ran northwest from Turner's lane and Broad street to Nicetown lane.

League Island Naval Station, League Island, at the junction of the Delaware and Schuylkill Rivers, was bought by the city in 1862 for \$310,000 and presented to the Government as a naval station, for which it has been used since 1876 when the old navy yard was dismantled. It is four miles due south of the Wanamaker Store.



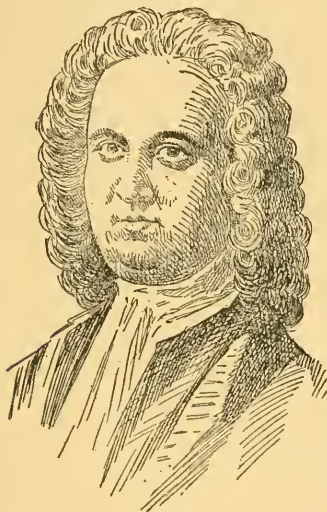
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BARTRAM'S MANSION, WEST PHILADELPHIA

Front view of porch. Erected in 1731, in the midst of the most famous Botanical Garden in America.

Lemon Hill. One of the most famous landmarks of Fairmount Park. It was built by Henry Pratt, who also laid out the beautiful Pratt's Garden. Mr. Pratt was an eminent shipping merchant, and lived at the northeast corner of Juniper and Chestnut streets—now a portion of the Wanamaker Store site. Libraries and Museums. Free Library, main quarters, 1217-1221 Chestnut street, with various branches throughout the city. Among the more notable are:



JAMES LOGAN

Governor of Pennsylvania, 1736-1738

Wagner Institute branch, Seventeenth street and Montgomery avenue.
West Philadelphia branch, Fortieth and Walnut streets.

H. Josephine Widener branch, 1200 North Broad street.

John Wanamaker branch, 2123-2127 South street.

Department for the Blind, 1221 Chestnut street.

Philadelphia Library, Locust and Juniper streets.

Ridgway Branch, Broad street, between Carpenter and Christian.

Mercantile Library, Tenth street, above Chestnut.

American Philosophical Society, Fifth street, below Chestnut.

Academy of Natural Sciences, Nineteenth and Race streets.

College of Physicians, Twenty-second, above Chestnut street.

Commercial Museum, Fourth street, below Walnut.

American Catholic Historical Society, 715 Spruce street.

Franklin Institute, Seventh street, below Market.

Pennsylvania Historical Society, Thirteenth and Locust streets.

Memorial Hall, Fairmount Park, via Girard avenue cars.

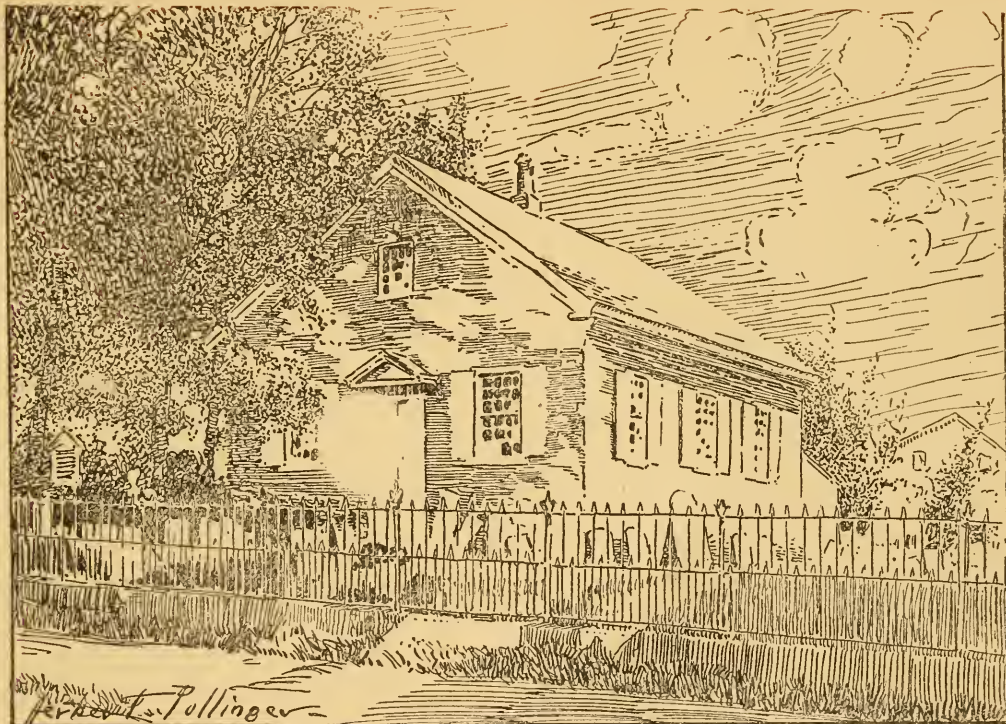
Apprentices' Library, Broad and Brandywine streets.

Lover's Leap. A romantic glen on the west side of the Wissahickon, having a rocky bluff 200 feet high, with an inscription in Latin, telling the story of ill-fated love, carved by John Kelpius.

Lulu Temple. This temple, on Spring Garden street, east of Broad, was built by the Nobles of the Mystic Shrine in 1903. The order consists of Masons of the thirty-second degree, or Knights Templars. The building is 76 feet front, and runs back to Brandywine street. The architecture is Moorish. As an auditorium it can seat 1500. In the music gallery is a \$10,000 organ.

Mantua Village. A portion of West Philadelphia since 1854. It was named from the Italian city, and was the residence of a number of Italians.

Masonic Temple. This temple, called "the wonder of the Masonic world," has fronts on Broad, Cuthbert, Juniper and Filbert streets. The site was purchased in 1866, the cornerstone laid June 24, 1868, and the Temple dedicated September 28, 1878. The cost was over \$1,500,000, and a vast sum has since been spent on ornamentation, etc. For picture see back of map.



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MENNONITE CHURCH, GERMANTOWN
Refuge of the Mennonites, offered by Penn; erected in 1708.

Memorial Hall. The most important souvenir of the great Centennial Exhibition. It is now a museum and art gallery, and is visited by thousands daily. Opposite the Hall is the Welsh Memorial Fountain, erected by citizens in grateful memory of the president of the Centennial. See picture on back of map.

Minstrelsy. It was in Philadelphia that "Pinafore" first struck the American fancy; and this city has the only permanent home of minstrelsy in the world. It was here that nearly all the popular ballads of bygone days had their send-off—"Vilikins and His Dinah," "Lily Dale," "Rosalie, the Prairie Flower," the gems of Foster, the war songs, etc.; and the best of them have not failed to be revived for the Store's anniversaries, and other suitable occasions.

Musical Culture. With two of the finest opera houses on earth, with an operatic society, with many conservatories, orchestras and vocal societies of first rank, and with free concerts in one of the finest auditoriums in the country—Egyptian Hall, at Wanamaker's—Philadelphia is fast attesting her claim to be the musical centre of America. The movement that way got a new impetus with the revolution in the piano trade in this city and this Store; and the manufacturers who resisted it are now among the loudest in praise of its wisdom.

Musical Fund Hall. Philadelphia has the oldest theatre in America—the Walnut, opened in 1809—and also the most up-to-date theatres. It also has one of the first store auditoriums in the country—Egyptian Hall—and one of the most noted concert halls in the world for acoustics, the old Musical Fund Hall. The "Dictionary of Philadelphia" (1886) said: "This was built in 1844 by the Musical Fund Society, and its name recalls memories of Sonntag, Jenny Lind, Alboni and Grisi. It was in this hall, at a later period, that Signor Natali Perelli, the Italian maestro, gave his well-remembered concerts with such pupils as Miss Caroline McCaffrey, contralto, now Mrs. School, who also won fame later in oratorio as soloist with the Händel and Haydn Society; Miss Emily von Schaumberg, now Mrs. Hughes Hallett, and others. Perelli rests in Woodland Cemetery. In this hall Parepa had her first hearing in America, and here, too, Susan Galton charmed thousands in concert."

Music in the Schools. A new impetus to the city's musical development has been given by the introduction of systematic musical training in the public schools, under Director Enoch W. Pearson and his eighteen assistants. A little over twelve years ago singing was taught by ear only, and in a haphazard way, each pupil contributing a few pennies each week. Now music reading at sight is taught by all the schools, from lowest to highest, at much less expense to the community, and by a system so simple and so well graded that the lessons are enjoyed by nearly all of the pupils. The results have surprised many educators. Part singing is now heard, and to many eighth-grade children even Wagner's music presents no difficulty. Music is now taught in the schools of many cities, but the Philadelphia system is admitted to be pre-eminent by visitors from other places.

New York. In a "Dictionary of Philadelphia," published in 1886, there is a brief reference to New York City, which makes quaint reading now in the light of that city's development. The paragraph says:

New York City is the second thought of every business man in Philadelphia, and hundreds of manufacturers here have offices of agency or sale in New York. It is thought that the concentration of business interests there requires that every great product shall be shown in that

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CLIFTON HALL

A historic country seat near Overbrook. Erected by Henry Lewis in 1632. Washington, Lafayette, Franklin, Talleyrand and other famous men of the day made it their resort on summer afternoons.

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market. There is much truth in this claim, although a spirit of patriotic resistance is always kept up, and most men will denounce New York vigorously, if only on general principles. It is clearly a duty to keep that aggressive city in check, and to speak with severity of its misdeeds, but it is wise also to go there frequently to see what is going on, to keep posted as to its markets, and to read such of its newspapers as are properly conducted.

When that was printed the population of New York and the outlying boroughs was little if anything over 2,000,000 souls. By a local census of 1905 the population of the city was then 4,014,304, and the growth in people, which still goes on, is but an index of growth in all substantial ways—in the number of banks in the clearing house, now numbering at least 54, and in the figures of her commerce—the total foreign imports in 1906 were \$888,995,918, and the total exports \$678,733,817. Clearly, somebody has shirked the duty of keeping “that aggressive city in check.”

Odd Fellows' Temple. This is one of the finest buildings for fraternal use in the United States. It is built in the Italian Renaissance style, and here the Sovereign Grand Lodge held its daily session during the eighty-first session in September, 1905.

Old Names of Suburban Districts. The following were the original names of various city suburbs.

Angora, 46th and 40th wards
Belmar, 28th ward
Blue Bell Hill, 21st ward
Branchtown, 42d ward
Bridesburg, 45th ward
Bustleton, 35th ward
Byberry, 35th ward
Cedar Grove, 35th ward
Chestnut Hill, 22d ward
Collegeville, 41st ward
Coopersville, 33d ward
Crescentville, 42d and 35th wards
Manayunk, 21st ward
Mechanicsville, 35th ward
Nictown, 33d and 38th wards

Oak Lane, 42d ward
Overbrook, 34th ward
Paschalville, 40th ward
Pelham, 22d ward
Elberon, 35th ward
Elmwood, 27th ward
Falls of Schuylkill, 38th ward
Feltonville, 42d ward
Fern Rock, 42d ward
Five Points, 35th ward
Frankford, 23d ward
Franklinville, 33d ward
Germantown, 22d ward
Haddington, 34th ward
Hestonville, 34th ward

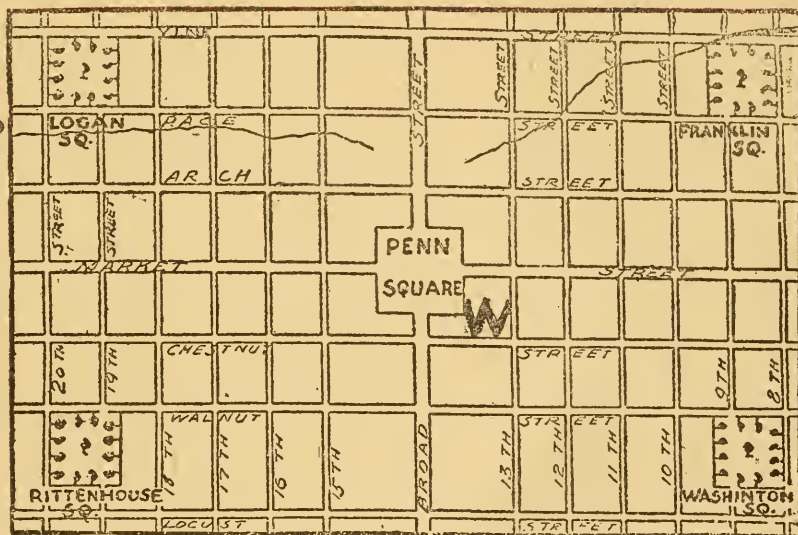
Holmesburg, 35th and 41st wards
Lawndale, 35th ward
Rising Sun, 33d ward
Rittenhouse, 21st ward
Rowlandville, 35th ward
Roxborough, 21st ward
Somerton, 35th ward
Somerville, 42d ward
Tacony, 41st ward
Tioga, 38th ward
Torresdale, 41st ward
Whitehall, 23d ward
Wissahickon, 22d ward
Wissinoming, 41st ward

Old Pine Street Presbyterian Church. The only Colonial Presbyterian Church building in the city. Completed in 1768. Dr. Duffield, who was elected Chaplain of the Continental Congress, was also Chaplain of the Pennsylvania Militia or “Minute Men,” and served in the field. Dr. Hill, of the first church, has said that Old Pine Street Church deserved to be classed with Faneuil Hall and Carpenters' Hall. The portrait of Chaplain Duffield hung for years in the east room, Independence Hall, and was later removed to an upper room.

Old Swedes' Church, South Swanson street, below Christian. Its erection was begun May 28, 1698. The bell in the spire was cast in 1643 and bears the inscription: “I to the church the living call, and to the grave do summon all.”

Open Hours at Places of Interest. The following list will be found of interest by strangers in the city: Academy of the Fine Arts, North Broad street, corner Cherry; open 9 to 5; Sundays, 1 to 5. Academy of Natural Sciences, North Nineteenth street, corner Race; 9 to 5; Sundays, 1 to 5.

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FIRST PICTURE EVER MADE OF THE WANAMAKER STORE BLOCK
 Drawn in London in 1683.

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Baldwin Locomotive Works, North Broad street, corner Spring Garden.

Bartram's Gardens, Fifty-fourth street, corner Woodland avenue.

Betsy Ross House, 239 Arch street; 8.30 to 5.30; closed Sundays.

Boys' High School, Broad and Green streets.

Bourse, South Fifth street, above Chestnut; 9 to 5; closed Sundays.

Carpenters' Hall, rear 322 Chestnut street; 9 to 3; closed Sundays.

Chew Mansion, Germantown avenue, corner Johnson street.

Christ Church, North Second street, above Market.

Christ Church Cemetery, North Fifth street, corner Arch.

City Hall, opposite Wanamaker's; 9 to 3; Saturdays, 9 to 12; closed Sundays.

Commercial Museum, South Thirty-fourth street, below Spruce.

Cramps' Shipyard, Beach street, corner Ball.

Custom House, Chestnut street, below Fifth; 9 to 4; closed Sundays.

Drexel Institute, Thirty-second and Chestnut streets; 9 to 6; closed Sundays.

Penitentiary, Twenty-first street, corner Fairmount avenue; 1 to 5; closed Saturdays and Sundays.

Fairmount Park.

Franklin Institute, South Seventh street, below Market. Open Tuesdays and Thursdays, 9 A. M. to 10 P. M.; Saturdays 9 to 5. Closed Sundays.

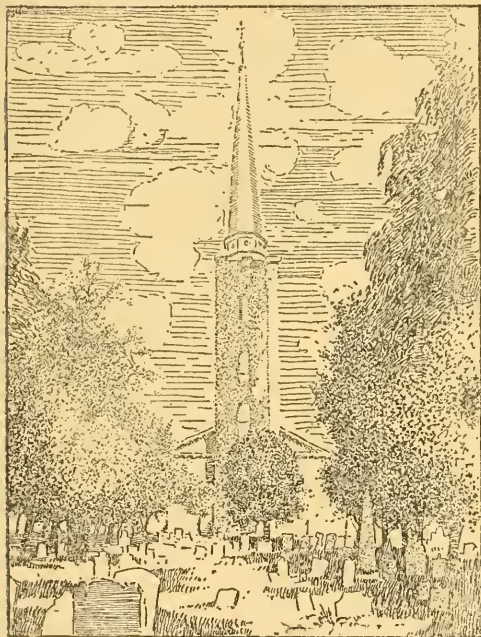
Franklin's Tomb, North Fifth street, corner Arch.

Free Library of Philadelphia, Chestnut street, above South Twelfth. Open 9 to 9. Closed Sundays.

Free Museum of Science and Art, South Thirty-third street, corner South. Open 10 to 5.

General Grant's Log Cabin, North Lemon Hill, Fairmount Park.

Girard College, Girard avenue, above North Nineteenth street.

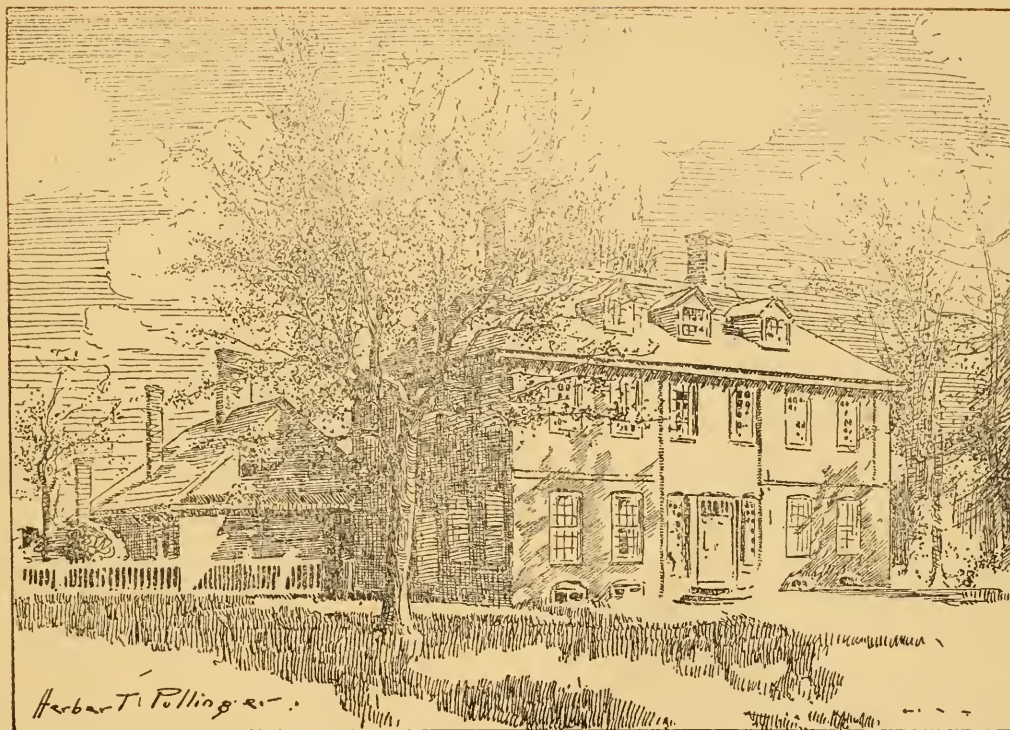


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ST. PETER'S CHURCH

Third and Pine Streets—Washington had a pew in it.



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"STENTON"

Home of the Logan family, near Wayne Junction. Was completed in 1728.

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Girls' High School, Seventeenth and Spring Garden streets.
Historical Society, South Thirteenth street, corner Locust.
Horticultural Hall, Fairmount Park.
Independence Hall, Chestnut street, below South Sixth. Open 9 to 4. Closed Sundays.
Liberty Bell. (See Independence Hall.)
Masonic Temple, North Broad street, corner Filbert.
Master Builders' Exchange, South Seventh street, below Market. Open 8 to 5; Saturdays 8 to 4. Closed Sundays.
Memorial Hall, Fairmount Park. Open 9 to 5.30; Mondays 12 to 5.30; Sundays, 1 to 5.30.
Moyamensing Prison, Passyunk avenue, above Dickinson street. Open 10 to 11.30; Saturdays 2 to 4. Closed Sundays.
Museum of the Site and Relic Society of Germantown, 5213 Germantown avenue.
Odd Fellows' Temple, North Broad street, corner Cherry. Open 10 to 4. Closed Sundays.
Old Swedes' Church, South Swanson street below Christian.
Penn Treaty Monument, Beach street, north of East Columbia avenue.
Pennsylvania Museum and School of Industrial Art, South Broad street, corner Pine.
Philadelphia City Institute, 1737 Chestnut street.
Philadelphia Commercial Museum, South Thirty-fourth street, below Spruce. Open 9 to 5. Closed Sundays.
Philadelphia Stock Exchange, South Third street, corner Walnut. Open 10 to 3; Saturdays 10 to 12. Closed Sundays.
Philadelphia Institute, Arch street, above Broad.
Post Office, South Ninth street, corner Chestnut.
Ridgway Library, South Broad street, corner Christian.
Roman Catholic High School, corner Broad and Vine streets.
U. S. Arsenal, Bridesburg.
U. S. Mint, North Sixteenth street, corner Spring Garden. Open 9 to 2; Saturdays 9 to 11. Closed Sundays.
U. S. Naval Asylum, Gray's Ferry avenue, below Bainbridge street.
U. S. Navy Yard, League Island. Open 8 to 4.30.
Union League, corner Broad and Sansom streets.
University of Pennsylvania, South Thirty-fourth street, corner Spruce.
Wagner Free Institute of Science, Montgomery avenue, corner North Seventeenth street. Open 9 to 5. Closed Sundays.
Washington Monument, Green street entrance, Fairmount Park.
William Penn's Cottage, west end of Girard avenue bridge.
Young Men's Christian Association, 1423 Arch street.
Zoological Gardens, North Thirty-fifth street, corner Girard avenue. Open 9 to 5.

Opera Houses. The American Academy of Music is at the southwest corner of Broad and Locust streets. The cornerstone was laid on July 26, 1855, and it was opened by a magnificent ball on January 26, 1857. The architecture is in the Italian Byzantine style. The height of the building is 60 feet; width on Broad street, 140 feet; depth on Locust street, 88 feet. The seating capacity is 2900 seats, with standing room for about 600 more.

Hammerstein's new Opera House, southwest corner of Broad and Poplar streets, is an up-to-date structure, rivalling the finest opera houses in Europe in seating capacity, acoustics, etc. A conservatory for the culture of promising voices will be one of the features.

Prisons. The old city prison was on Walnut street till 1830, when it was torn down, and Moyamensing Prison established at Tenth and Reed streets. A prison at the corner of Broad and Arch streets was taken down in 1837. The Eastern Penitentiary, Twenty-first street and Fairmount avenue, was built in 1829.

Reading Terminal. Twelfth and Market streets, one block east of Wanamaker's. Frontage on Market street, 266 feet; on Twelfth street, 107 feet. It is eight stories high, of New England granite to second floor, and above that of pink-tinted brick and white terra cotta. All the conveniences are at hand—restaurant, coupe service, telephones, etc.

Ridgway Library. Founded by Dr. James Rush, who chose the site at Broad and Christian streets. The building is of granite, 220 feet front by 105 deep, with three deep porticoes in Doric architecture. It contains the Loganian library, and is one of the model libraries of the land.

School of Design for Women. This institution, at the southwest corner of Broad and Master streets, was formerly the home of the great tragedian, Edwin Forrest.

Spring Garden Institute. At the northeast corner of Broad and Spring Garden streets. It is a semi-free school for drawing and mechanical handiwork, and has become an important factor in the city's educational and material advancement.

St. George's Methodist Episcopal Church. This edifice is on Fourth street, between Race and Vine. It is the oldest Methodist church building in the world, and the first in the United States in which a conference was regularly organized. The first love feast in this country was held here in March, 1770. During the Revolution the British army used it as a cavalry school, and after the Battle of Brandywine it was used as a hospital.

Statues of Penn. The most notable public statues of Penn in Philadelphia are the life-sized bronze presented to the Pennsylvania Hospital by his grandson, John Penn, and standing on the lawn on the Pine street side of the building; and the colossal bronze figure of Penn surmounting City Hall. For details of the latter see back of map.

Street Car Routes. The following shows the directions in which the street cars run:
Northward Bound—On Third, Fifth, Eighth, Ninth, Eleventh, Thirteenth, Sixteenth, Eighteenth, Nineteenth, Twentieth, Fifty-second, Ridge avenue, Germantown avenue, York road.

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Southward Bound—On Second, Fourth, Sixth, Seventh, Tenth, Twelfth, Fifteenth, Seventeenth, Nineteenth, Twentieth, Fifty-second, Sixtieth, Passyunk avenue, Ridge avenue, Germantown avenue, York road.

Eastward Bound—On Dauphin, Lehigh avenue, Allegheny avenue, Erie avenue, Norris, Columbia avenue, Jefferson, Girard avenue, Wallace, Green, Spring Garden, Callowhill, Race, Arch, Filbert, Market, Chestnut, Spruce, Lombard, Bainbridge, Wharton, Morris, Woodland avenue.

Westward Bound—On York, Lehigh avenue, Erie avenue, Susquehanna avenue, Columbia avenue, Master, Girard avenue, Fairmount avenue, Spring Garden, Vine, Arch, Market, Sansom, Walnut, Pine, South, Catharine, Ellsworth, Tasker, Federal, Woodland avenue.

Streets. The streets are laid out in the main as Penn planned them—systematically, and as a rule at right angles with each other.. As the city grew northwardly, the streets were named after counties of the State; and with the growth southward the names of the Governors were to some extent adopted. (See house numbers.)

North of Market Street

100 Arch	2500 Cumberland
200 Race	2600 Huntingdon
300 Vine	2700 Lehigh Avenue
400 Callowhill	2800 Somerset
500 Buttonwood	2900 Cambria
600 Green	3000 Indiana Avenue
700 Fairmount Avenue	3100 Clearfield
800 Brown	3200 Allegheny Avenue
900 Poplar	3300 Westmoreland
1000 Otter	3400 Ontario
1100 George	3500 Tioga
1200 Girard Avenue	3600 Venango
1300 Thompson	3700 Erie Avenue
1400 Master	3800 Butler
1500 Jefferson	3900 Pike
1600 Oxford	4000 Luzerne
1700 Columbia Avenue	4100 Lycoming
1800 Montgomery Avenue	4200 Juniata
1900 Berks	4300 Bristol
2000 Norris	4400 Cayuga
2100 Diamond	4500 Wingohocking
2200 Susquehanna Avenue	4600 Courtland
2300 Dauphin	4700 Wyoming
2400 York	4800 Loudon

South of Market Street

100 Chestnut	2500 Porter
200 Walnut	2600 Shunk
300 Spruce	2700 Oregon Avenue
400 Pine	2800 Johnson
500 Lombard	2900 Bigler
600 South	3000 Pollock
700 Bainbridge	3100 Packer
800 Catharine	3200 Curtin
900 Christian	3300 Geary
1000 Carpenter	3400 Hartnraft
1100 Washington Avenue	3500 Hoyt
1200 Federal	3600 Pattison
1300 Wharton	3700 Beaver
1400 Reed	3800 Hastings
1500 Dickinson	3900 Thirty-ninth Avenue
1600 Tasker	4000 Fortieth Avenue
1700 Morris	4100 Forty-first Avenue
1800 Moore	4200 Forty-second Avenue
1900 Mifflin	4300 Forty-third Avenue
2000 McKean	4400 Forty-fourth Avenue
2100 Snyder Avenue	4500 Forty-fifth Avenue
2200 Jackson	4600 Schuylkill Avenue
2300 Wolf	4700 Government Avenue
2400 Ritner	4800 League Island

Subway. Shortly after the old freight sheds at Thirteenth and Market streets were replaced by a modern store, there was general agitation for a better transit system to and from central Philadelphia. On June 16, 1887, the founder of this business addressed City Councils, urging that steps be taken to give this city better railway facilities. He pointed out that this was no new subject

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to him, and that five or six years previously he had been before Councils and had urged the building of elevated roads.

When the present Elevated and Subway franchises were granted, the founder of this business offered the city \$2,500,000 for the rights then conferred.

Active steps for the construction of the present Subway followed the formation of the present Philadelphia Rapid Transit Company.

Work was begun in the first section of the Subway, reaching from the Schuylkill River to Broad Street Station, on April 7, 1903. This section was completed and, together with the Elevated Road running to Sixty-ninth street, was opened for travel on December 18, 1905.

Work on the section east of City Hall, the most important link in the Subway, was begun on June 1, 1906, and was formally opened to travel August 3, 1908. In a booklet issued in honor of the occasion the Wanamaker Store said:

"The completion of this Subway marks an epoch in the history of Philadelphia.

"It directly links Wanamaker's, the main Subway Station, with the railroads of New Jersey centering at the ferries, with the great traffic systems of the Pennsylvania and Reading Railroads, with the network of suburban trolley lines centering at various points in the city, and spreading like spider-webs all over the surrounding counties.

"The volume of traffic that will flow through this immense underground system will probably only be limited by its capacity. In the surrounding States it virtually links ten millions of people to Wanamaker's, the Main Subway Station.

"Sweeping around City Hall or coming west from the ferry, the express Subway cars stop at a brilliantly lighted, block-long platform which seems to be the path of a veritable city underground.

"There are immense wide walks, more than a block long, with throngs passing to and fro. Electric radiance shines everywhere.

"Behind the south platform are six immense show windows filled with attractive merchandise. Over the windows and entrance are illuminated signs.

"It is Wanamaker's, The Main Subway Station Store.

"It is an all-day and all-night Public Station. From all the Chestnut street doors from Juniper to Thirteenth street it connects with the Subway Station.

"The platforms begin just east of City Hall and end at the opposite side of Thirteenth street. There are two entrances into Wanamaker's. One from the Market street front is connected with direct stairways to the street—so that whether the store be open or shut it serves as an entrance and an exit for passengers.

"The other entrance is from Thirteenth street just south of the great corner show window. This is for the special convenience of Wanamaker patrons and is only open when the store is open.

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"This underground city, its brilliant windows and wide entrances, is on a level with the basement of the new building of the Wanamaker Store. Passengers are from this level whisked in express elevators to any part of the great building they may desire to visit.

"Beneath this level—on a line with the sub-basement of the store—is the entrance to the loop around which pass the surface cars that enter the Subway at the Schuylkill River."

Taxicab Service. The Pennsylvania Taximeter Cab Co., 1407 Locust street (Bellevue-Stratford), announces the following rates for taxicabs:

Distance—First half mile or fraction	30c
Each quarter mile thereafter	10c
Waiting—For every six minutes	10c

Cabs will be promptly dispatched, day or night, on call by telephone, to any address within half a mile of stations, free of charge, but where distance is over half a mile, a charge of 20c for each additional mile or fraction thereof will be made. When cab is dismissed at any point over three miles from City Hall, passenger must pay for return service at 20c a mile for every mile or fraction thereof above three miles. Ferriage and tolls must be paid by passenger.

(Company reserves right to change tariff without notice.)

The Bergdoll Motor Car Co., Central Station, 323-25-27 North Broad street, announces the following:

Tariff—for one to four persons:

First half mile, or fraction thereof	30c
Each quarter mile thereafter	10c
Each six minutes of waiting	10c

Extras:
For each package or small trunk carried outside..... 20c

Cabs will be promptly dispatched, day or night, on call by telephone, to any address within half a mile of station, free of charge, but where distance is over half a mile, charge of 20c for each additional mile or fraction thereof will be made. When cab is dismissed at any point over three miles from City Hall, passenger must pay for return service at 20c a mile for every mile or fraction thereof above three miles. Ferriage and tolls must be paid by passenger.

(Company reserves right to change tariff without notice.)

The Taximeter automatically computes distance traveled and waiting time consumed.

The Taximeter is out of control of driver, except to put in operation at beginning and out of operation at end of service.

Passenger is afforded protection against error or overcharge by observing:

1st. When engaging a cab the flag "For Hire" is displayed over the instrument.

2nd. When cab is engaged, the driver immediately lowers the flag from an upright to a downward position.

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The amount under "Extras" together with the amount under "Fare" will constitute correct charge. Passengers are warned to pay only the sum of these two indications.

Travel. Travel stands for commerce, civilization; and Philadelphia has done these things for travel:

The mariner's quadrant invented here, 1730.

The electric current now used in trolleys and automobiles, first caught by Franklin in 1749.

The first Arctic expedition fitted out here, 1753.

The first steam vessel invented here by John Fitch, 1786.

The first turnpike in the United States, to Lancaster, 1792.

The first voyage from Philadelphia to Lake Erie, 1795.

Oliver Evans' first steam land carriage, precursor of the automobile, driven around Centre Square, 1804.

First experimental railway track built in Northern Liberties, 1809.

Finest subway in the world—the agitation for it led by this Store over twenty-five years ago.

Greatest locomotive plant in the world in Philadelphia.

One of the finest shipbuilding plants in the world in Philadelphia.

Largest car and car-truck factory in the land in Philadelphia.

Philadelphia agitation and capital initiated the Pennsylvania Railroad in 1846.

Pennsylvania Railroad makes record trip from Jersey City to San Francisco in 83 hours 59 minutes 16 seconds on June 1, 1876.

Wanamaker's the first Philadelphia Store to send buyers abroad, 1876.

Centennial exhibition, the greatest travel-promoting event in the country's history, 1876.

Wanamaker's the first American Store to establish direct shipping connections with Paris.

Wanamaker's becomes the Main Subway Station Store, August 3, 1908.



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Sketched Expressly for
the Wanamaker Store

INDIAN CAVES OF THE WISSAHICKON
Tenanted by the aborigines when Penn came.

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Union League. A patriotic social body, formed November 21, 1862. In 1863 new quarters were found in the Kuhn mansion, Chestnut street, above Eleventh. In May, 1865, the club built the building on Broad street, below Sansom, which it has greatly enlarged and improved. It raised many regiments for the Government in the war time.

United States Mint. The first mint was on Seventh street; the second, on Chestnut street, opposite this Store; the third is at Sixteenth and Spring Garden streets. It has a steel roof, laid in concrete. Among the interesting features shown visitors are the bronze doors, the mosaic panels, the grand stairway, and the various processes through which the metals pass in coinage. For picture see back of map.

University of Pennsylvania. Thirty-fourth and Spruce streets. It was founded in 1740 as a charitable school by Benjamin Franklin and others. The Medical School was founded in 1765, and the Law School in 1805. In 1875 the University moved to its present location. In 1878, the Dental School was founded; in 1881, the Wharton School of Finance and Economy; in 1882, the Veterinary School and Hospitals; in 1883, the School of Biology; in 1888, the School for Nurses; in 1891, the Graduate School for Women; in 1892, the Wistar Institute of Anatomy.

Vaults for Fur Storage. The use of cold vaults for the preservation of furs from moths and other perils is a modern idea which finds best scientific exemplification in the Fur Storage Vaults on the tenth floor of the Wanamaker Store. The vaults have concrete walls, to keep out moisture. The floors are 2 feet thick, and are lined with cork, for the same purpose of perfect dryness. A uniform temperature of 20 degrees is maintained, or 12 degrees below freezing point. The cold air is generated outside of the building, and is pumped into the vaults in a steady stream, so that the air is always circulating. There are no pipes to cause dampness. Fur rugs are provided for the comfort of visitors, who feel the changes of temperature at the entrances, of which there are three. Fur preservation, however, is not all a matter of refrigeration, but is also largely a matter of care by trained people. Every garment in the vault is hung separately. Every rug is laid out flat. There is absolutely no trace of dust. Another point—there is no clutter—there is room in this vault for 12,000 muffs alone. The advantage of plenty of space is twofold: it allows circulation of air around every piece of fur, and it allows for the close inspection, which mechanical perfection cannot supersede.

Wanamaker Store. Ground was broken for the new Wanamaker Store, February 22, 1902. The first steel column was set in position by Mr. John Wanamaker, July 11, 1904. The edifice, wholly of granite built around a steel frame, extends a distance of 250 feet on Market and Chestnut streets and 476 feet along Juniper and Thirteenth streets. It is twelve stories high above ground and 247 feet high from the level of the curb, and there are three stories below the street level. The ground has an unbroken area of 250 by 438 feet, or 122,000 square feet. The new building, when complete with galleries and basements, will have about 45 acres of floor space—or about twelve times the space of the store as it was in 1876.

THE WANAMAKER PRIMER OF PHILADELPHIA

The demolition of the Chestnut street front for the erection of the final section was begun on September 14, 1908. The new store entered Chestnut street on October 11, 1909.

The New Wanamaker Building in New York City occupies the block bounded by Broadway and Fourth avenue, Eighth and Ninth streets, and is opposite the old Stewart Building across Ninth street and connected with it by three tunnels. The new building is fourteen stories high, with a basement and sub-basement—sixteen stories in all—reaching 220 feet above the sidewalk. Thirteen thousand five hundred tons of steel were used in its fireproof construction, one of the larger beams alone weighing 34 tons. For the foundations it was necessary to go down 70 feet, through quicksand and water, to reach the solid rock on which the structure now stands. Twenty-six elevators, all of the high-speed plunger type, insure safety. Four of the elevators are large enough to lift heavy vans bodily into the store, delivery wagons also.

Wagner Free Institute. Seventeenth street and Montgomery avenue. Founded by William Wagner about 1856. At his death in 1885 he left his estate to the Institute.

William Penn's Cottage. This was the first brick house built in America. For picture and brief account of it, see back of map.

Wissahickon. A stream rising in the northern part of Montgomery County and entering Philadelphia west of Chestnut Hill; then for four miles passing through a romantic vale to the Schuylkill, just above the Falls.

Zoological Garden. This resort, west of Girard avenue bridge, has the largest and most complete collection in America, and has but one superior in the world, that of Regent's Park, London. It was first opened to visitors on July 1, 1874. In the enclosure is the Mansion built by John Penn in 1785, and known as "Solitude."





HE most important step in the present history of mercantile business



Beginning with our new fiscal year for 1910, this day, February 1,
the Wanamaker Stores, both in Philadelphia & New York

DELIVER FREE

Anywhere in the United States & to all parts of the world

**All Prepaid & Charge Purchases
of \$5 or over**

Which can be sent by mail in one package within the international
postal limits of weight



When goods cannot be mailed we deliver free by express or freight all prepaid & charge purchases of \$5 or over

TO ANY EXPRESS OR FREIGHT STATION IN

Pennsylvania
New Jersey
New York
Ohio

Maryland
Delaware
Virginia
West Virginia

District of Columbia
North Carolina
South Carolina
Rhode Island

Connecticut
Massachusetts
Vermont
New Hampshire
Maine

(Excepting bulky goods, which cannot be delivered within the single package limit of postal rates)

In the Wanamaker Free Delivery Service, the Store reserves the right to decide the mode of transportation; that is, to send by Mail, by Express, by Freight, by Baggage Master, or by Store Delivery Wagon

NOTE.—When your order does not amount to \$5, you can combine it with an order of one or two friends in your home town, sending a combination order for \$5 or more, & it will be delivered free within the above limits to one address

The near completion of our new store, with its decrease of expense in arranging for systematic handling of the business, its reduction in insurance cost, & the vast saving in eliminating constant repairs & changes, permits us to carry out this plan, long considered, for the free delivery of merchandize all over the world.

We still stand upon the ground we took many years ago when we said in our open advertizement: patronize your home stores first; & we still consider it the duty of people living near their local stores to support them. We are inviting only such business as the home merchants are unable to take care of. No discounts to any one will be allowed on merchandize sent thru this new free delivery system.

THIS NEW FREE DELIVERY BRINGS
WANAMAKER'S DIRECT TO YOUR HOME

It brings the exceptional Wanamaker merchandize, the unusual Wanamaker service, & the great Wanamaker shopping advantages & privileges, right to your own door without extra cost.

It means that you can write a letter to Wanamaker's, ordering what you want, enclosing \$5 or over, & have your goods come home without one penny being added to the price of the merchandize.

It means that thousands of families within this greatly enlarged circle will open monthly charge accounts with Wanamaker's (new accounts invited) & thus avoid even the trouble of enclosing money with the order.

This Free Delivery Service is open, not only to those who send in their orders by mail, but also

TO THOSE WHO COME TO THE STORE & MAKE THEIR PURCHASES HERE

And in taking advantage of the many exceptional offerings of the Wanamaker Stores, such as our Silk Sales, Clothing Sales, Shoe Sales, Hosiery & Underwear Sales, etc., the saving in price will often more than pay your railroad fare from quite a long distance.

THE PHILADELPHIA WANAMAKER BUILDING IS THE LARGEST RETAIL STORE IN THE WORLD

& contains nearly 45 acres of floor space. It covers the largest undivided business block in the city, 485 feet long, from Chestnut to Market street, & 250 feet from Thirteenth to Juniper street, and actually dwarfs the \$30,000,000 City Hall near by. Rising 12 stories—247 feet—above the ground, & 2½ stories below the street level, the huge granite, steel-ribbed building is of fireproof construction to the smallest detail.

The location of the Wanamaker Store is without doubt the most convenient in Philadelphia. It is midway between the two great railway terminals, less than five minutes' walk from each, & the subway brings it within less than ten minutes of the great terminals along the Delaware River front, the traffic gateways for the various railroad lines of New Jersey, & for the steamship lines that ply the Delaware River.

The same subway to the west binds the Store with the marvelous & still growing chain of trolley roads spreading into the suburbs in all directions & tapping what is probably the richest suburban country in the world. Practically every street car line centers within a few blocks, or else directly in front, of the Wanamaker Building.

In the future rapid transit plans of the city, which will probably include tunnels under the Delaware & a subway running both ways on Broad Street, the Wanamaker Store is bound to be the great central station.

Some years ago there was a great rush cityward of home-makers, because people could find comforts & conveniences in the cities that they could not get anywhere else.

Today, in the built-up East at least, there is practically no city & no country, for both are coming closer together in their relations, one supplementing the other, the city giving to the country its conveniences & comforts, the country giving to the city its products, its health & its pure air. It is nothing unusual for a man now to conduct his business in a great city & live with his family 50 miles away in the open country. With the mail, the telephone, & now with

THIS WANAMAKER WORLD-WIDE FREE DELIVERY SERVICE

the whole world is absolutely linkt with Wanamaker's.

If any one, reading this announcement, does not understand any part of it distinctly, please write for further information, addressing the undersigned.

February 1, 1910.

A handwritten signature in dark ink, reading "John Wanamaker". The signature is written in a cursive, flowing style with a large initial "J" and a long, sweeping underline.



THE BETSY ROSS HOUSE

The little upholstery shop, at No. 239 Arch street, in which the first American flag was made.

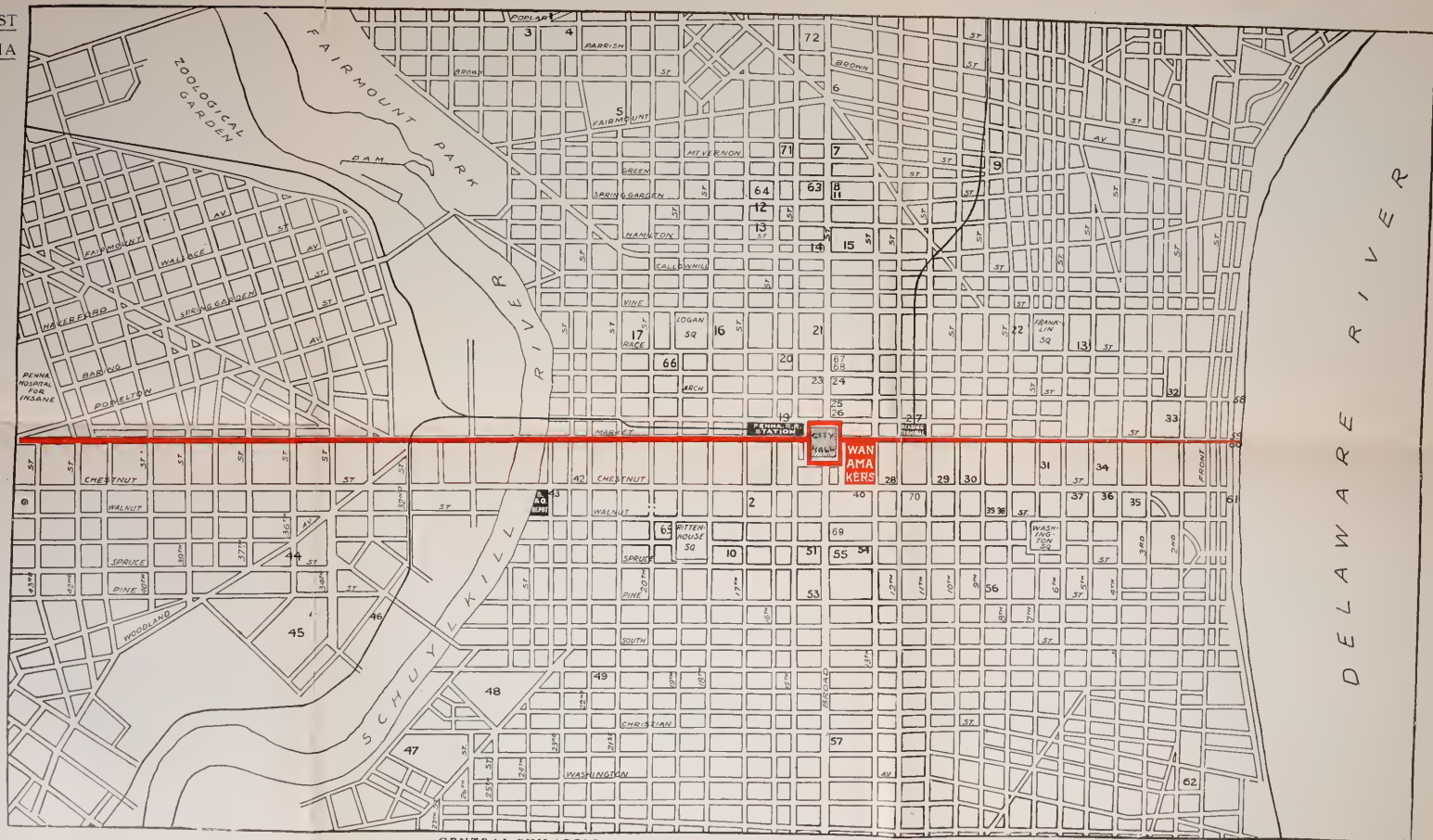


MASONIC TEMPLE

It is of pure Norman architecture, rising 95 feet from the sidewalk, with two towers, one 250 feet high. The building is of granite, and the façade is exceedingly elaborate.

POINTS OF INTEREST IN PHILADELPHIA

1. Girard College
2. First Baptist Church
3. House of Refuge
4. Reservoir
5. Penitentiary
6. Park Theatre
7. Hooker School
8. Girls' Commercial High School
9. Reading Depot
10. St. Mark's P. E. Church
11. Spring Garden Institute
12. New Mint
13. St. John's Lutheran Church
14. Baldwin's Locomotive Works
15. Reading Station
16. Cathedral
17. St. Vincent's Home for Orphans
18. Pennsylvania Railroad Station
19. Friends' Meeting House
20. Muhlenberg College
21. Keith's Theatre
22. Academy of Fine Arts
23. Odd Fellows' Temple
24. M. E. Church
25. Masonic Temple
26. Reading Terminal
27. Chestnut Street Theatre
28. Chestnut Street Opera House
29. Post Office
30. Franklin Institute
31. Betsy Ross House
32. Christ Church
33. Bourse
34. Carpenters' Hall
35. Caston House
36. Independence Hall
37. Auditorium Theatre
38. Walnut Street Theatre
39. Garrick Theatre
40. Swedenborgian Church
41. Baltimore and Ohio Depot
42. University of Pennsylvania
43. Philadelphia Almshouse
44. Export Exposition Hall
45. United States Arsenal
46. Naval Asylum
47. Bethany Presbyterian Church
48. Academy of Music
49. Industrial Art School
50. Pennsylvania Historical Society
51. Broad St. Theatre
52. Pennsylvania Hospital
53. Ridgway Library
54. Ferries to Camden
55. Ferries to Camden
56. Pennsylvania Railroad Ferry
57. Reading Railroad Ferry
58. Old Sweden's Church
59. Boys' High School
60. Girls' High School
61. Holy Trinity P. E. Church
62. Academy of Natural Sciences
63. Adelphi Theatre
64. Lyric Theatre
65. Forrest Theatre
66. Keith's Theatre
67. Hummerstein's Opera House



CENTRAL PHILADELPHIA—SHOWING SUBWAY AND WANAMAKER STORE

First Things in Philadelphia

The first pleasure grounds in the country were laid out in 1681, among them Center Square, adjacent to the site of this Store.

The first medical school was established here in 1751.

The first hospital, the Pennsylvania, was started in 1751.

The first lightning rod was set up in this city in 1752.

The first arsenal in the State formerly stood on the site of this Store.

The first High School in the country once stood on a portion of this Store site.

The first piano in this country was made in this city in 1775.

The first use of pneumatic cash tubes was in this Store.

The first law school in the country was opened in this city in 1790.

The first bank in the country, the Bank of North America, was opened in 1783.

The first use of electric lights for stores was in this Store.

The first water-works in the country were in Center Square, opposite the site of this Store.

Philadelphia is the first city in the world to have a fire-pipe line.

The first store in the world to install 2000 telephones was this.

The first store in the world to have an American week was Wanamaker's.

The first store in the world to receive Marconi messages was Wanamaker's.

The first store in the world to include a regularly chartered University of Commerce for its employees was this.

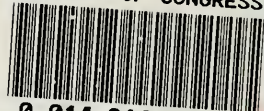
The first store in the world to receive telephone messages night and day was Wanamaker's.

The first store in the world to place flying machines on sale was Wanamaker's.



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THE WANAMAKER STORE, PHILADELPHIA

TIMES PRINTING HOUSE
PHILADELPHIA